The original documents are located in Box 28, folder "9/15-16/76 - Michigan and Ohio" of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

Some items in this folder were not digitized because it contains copyrighted materials. Please contact the Gerald R. Ford Presidential Library for access to these materials.

THE WHITE HOUSE

WASHINGTON

September 14, 1976

MEMORANDUM FOR: S. WEIDENFELD

FROM: RED CAVANEY

SUBJECT: THE PRESIDENT & MRS. FORD'S VISIT TO ANN ARBOR, MICHIGAN
Tuesday, September 14, 1976

You are manifested on Air Force One and requested to report to the Distinguished Visitors Lounge at Andrews AFB no later than 1:20 pm. Air Force One is scheduled to depart at 1:50 pm and will return at approximately 10:20 pm.

WEATHER REPORT: Cloudy with Temperature in low 70s, with a 10% chance of rain. Becomes very cool in evening.

ATTIRE: Business Suit.

A Detailed Guest & Staff Schedule will be handed out on board Air Force One.

Ingham County Phone Bank, Lansing, Michigan, September 16, 1976

It seems just right to begin the fall campaign in Michigan among so many friends. I know how much the President wants to sweep this state and to see our long-time friend, Marvin Esch, elected to the Senate, and to have talented new Republican House members like Cliff Taylor.

But no candidate can win without the help of volunteers like you. The President and I married in the middle of his first Congressional campaign, and in all his races, I've had a special fondness for the behind-the-scenes worker whose dedication makes a victory.

There's one special thing I hope you tell the voters about Jerry Ford---he is a man to count on. After almost 28 years of a very happy marriage, I know that in everything he does he is a man of deep integrity. I believe the American people want to trust their President to keep his word. That's why---with your help---President Ford will be elected.

-0-

INGHAM COUNTY PHONE BANK

LANSING, MICHIGAN

SEPTEMBER 16,1976

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IN MICHIGAN

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AND TO SEE OUR LONG-TIME FRIEND__

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THAT'S WHY---

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PRESIDENT FORD

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-0-

WITHDRAWAL SHEET (PRESIDENTIAL LIBRARIES)

FORM OF DOCUMENT	CORRESPONDENTS OR TITLE	DATE	RESTRICTION
Schedule	Proposed schedule for Mrs. Ford's trip to Michigan and Ohio, 5 pages	9/14/1976	B

File Location:

Sheila Weidenfeld Files, Box 28, Folder: 9/15-16/1976 - Michigan and Ohio

SD 1/20/2017

RESTRICTION CODES

(A) Closed by applicable Executive order governing access to national security information.
(B) Closed by statute or by the agency which originated the document.
(C) Closed in accordance with restrictions contained in the donor's deed of gift.

For immediate release
Tuesday, September 14, 1976

THE WHITE HOUSE
Office of the Press Secretary to Mrs. Ford

Mrs. Ford will accompany the President to Ann Harbor, Michigan on Wednesday, September 15. She will be remaining overnight and has the following independent schedule on Thursday, September 16:

11:00 a.m. — Mrs. Ford will visit the Ingham County Phone Bank at 404 East Michigan Street in Lansing, Michigan.

12:30 p.m. — Mrs. Ford will arrive at the Port Columbus Airport (General Aviation) in Columbus, Ohio.

1:30 p.m. — Mrs. Ford will visit the Western Electric Plant in Columbus, Ohio.

Credentialling -- Lansing, Mich. 517/487-5413 (Marsha Dewey)
NOTE: Those who have been credentialed for the Presidential event need not be recredentialed.

Credentialling -- Columbus, Ohio: 614/221-3673
For questions, contact Jim Buchanan at this number.

Department of Information Services
MICHIGAN STATE UNIVERSITY
East Lansing, Michigan 48824

News Bureau
Telephone: (517) 355-2281
976

BIOGRAPHICAL INFORMATION

CLIFTON R. WHARTON, JR.

President of Michigan State University

Dr. Clifton R. Wharton, Jr., was born in Boston, Mass., Sept. 13, 1926. An economist, he is a leading specialist in economic development, higher education, and U.S. foreign policy. He recently was named chairman of a new Board for International Food and Agricultural Development appointed by President Ford. Prior to coming to Michigan State University, Dr. Wharton was a foundation official helping developing nations in Asia and Latin America, particularly in agriculture. The son of a career diplomat, Dr. Wharton spent six years of his childhood in the Canary Islands, Spain, where he learned fluent Spanish.

He is married to the former Dolores Duncan of Danbury, Conn. The couple has two sons, Clifton 3rd (Sept. 4, 1952) and Bruce (April 17, 1959).

EDUCATION

Boston Latin School, 1943
B.A. cum laude Harvard University, 1947 (History)
M.A. School of Advanced International Studies, Johns Hopkins University, 1948 (International Affairs)
M.A. University of Chicago, 1956 (Economics)
Ph.D. University of Chicago, 1958 (Economics)

HONORARY DEGREES

Doctor of Laws	University of Michigan, 1970
Doctor of Laws	Johns Hopkins University, 1970
Doctor of Laws	Wayne State University, 1970
Doctor of Public Service	Central Michigan University, 1970
Doctor of Humane Letters	Oakland University, 1971
Doctor of Laws	Hahneman Medical School, 1975
Doctor of Humane Letters	Northern Michigan University, 1975
Doctor of Laws	Georgetown University, 1976

AWARDS

Boston Latin School "Man of the Year," 1970
Amistad Award, American Missionary Association, 1970
Alumni Professional Achievement Award, University of Chicago, 1971

TRUSTEE OR DIRECTOR

The Asia Society, 1967-
The Equitable Life Assurance Society, 1969-
Overseas Development Council, 1969-
Carnegie Foundation for Advancement of Teaching, 1970-
Ford Motor Company, 1973-
Burroughs Corporation, 1973-
Agricultural Development Council, 1973-

Former director or trustee:

African-American Institute (1968-69); American Agricultural Economics Association (1968-70); Agribusiness Council (1967-69); Education Development Center (1967-69); Franklin Books Program (1968-69); Museum of Modern Art (1970-74); Public Broadcasting Service (1970-73); Board on Science and Technology for International Development, National Academy of Sciences (1968-69); Research Advisory Board, Committee for Economic Development (1969).

PROFESSIONAL HISTORY

American International Association for Economic and Social Development: Executive Trainee, 1948-49; Program Analyst, 1949-51; Head, Reports and Analysis, 1951-53
University of Chicago, Department of Economics:
Research Assistant, 1953-56; Research Associate, 1956-57
Agricultural Development Council:
Executive Associate, 1957-58; Associate in Agricultural Economics, 1958-64; Director of American Universities Research Programs, 1964-66; Acting Director, 1966-67; Vice President, 1967-69
Michigan State University:
President and Professor of Economics, 1970-

EDUCATIONAL EXPERIENCE

Research Associate, University of Chicago, 1956-57
Visiting Professor, University of Malaya, 1958-64
Visiting Professor, Stanford University, 1964-65
Advisory Council, Johns Hopkins University, School of Advanced International Studies, 1966-73
Visiting Committee, Center for International Affairs, Harvard University, 1970-73
Visiting Committee, Center for International Programs, MIT, 1970-73
Commission on Non-Traditional Study, 1971-73
Carnegie Council on Policy Studies (Vice Chairman), 1973-75

PUBLIC SERVICE

Consultant, Government Federation of Malaysia, 1962
Consultant, Committee on the Lower Mekong, United Nations Commission on Asia and the Far East, 1966
Member, Advisory Panel on East Asia and the Pacific, U.S. Department of State, 1966-69
Member, Presidential Task Force on Agriculture in Vietnam, 1966
Member, Southeast Asia Development Advisory Group, the Asia Society, 1967-69
Consultant, Department of Health, Education and Welfare, 1967
Consultant, Agricultural Development Seminar, Asian Development Bank, 1969
Member, Presidential Mission to Latin America, 1969
Member, United Nations Association Panel on World Population, 1968-69
Food Panel, Office of Technology Assessment, U.S. Congress (Chairman), 1974-76

Current:
Board for International Food and Agricultural Development (Chairman), 1976-
Governor's Economic Expansion Council (Michigan), 1972-
Commission on U.S. Latin American Relations, 1974-
Governor's Economic Action Council (Michigan), 1975-

MEMBERSHIPS (Professional)

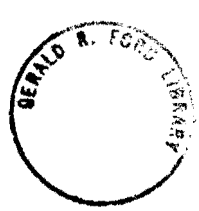
American Academy of Arts and Sciences
American Agricultural Economics Association
American Economics Association
Association for Asian Studies
Council on Foreign Relations
International Association of Agricultural Economists
National Academy of Public Administration
Overseas Development Council
Society for International Development

MEMBERSHIPS (Civic and Social)

Economic Club of Detroit (Board of Directors)
Museum of Modern Art
NAACP
University Club, New York
Urban League

PUBLICATIONS (Books and Monographs)

Subsistence Agriculture and Economic Development, 1969 (Editor)
Research on Agricultural Development in Southeast Asia, 1965
U.S. Graduate Training of Asian Agricultural Economists, 1959
Over 40 articles in professional journals



MRS. DOLORES D. WHARTON

Mrs. Wharton is an author and an advocate of the arts. She is married to Clifton R. Wharton, Jr., President of Michigan State University.

She holds a B. A. degree in Fine Arts from Chicago State University and an honorary Doctor of Humane Letters from Central Michigan University for her contribution to the arts in Michigan awarded in 1973.

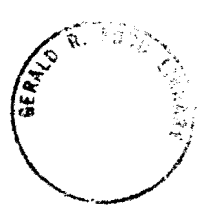
Mrs. Wharton is a director of the Kellogg Company, Michigan Bell Telephone Company, the Michigan National Bank (Lansing), the Museum of Modern Art (New York), the Detroit Symphony Orchestra, and the Founder's Society, Detroit Institute of Arts.

On September 3, 1974, President Ford appointed Mrs. Wharton to the National Council for the Arts. She has been a member of the Michigan Bicentennial Commission since 1972 (vice-chairman since July 1974). She also serves as a director on the National Committee for the Bicentennial Era.

In 1975, Mrs. Wharton was appointed to the Board of Visitors of Tulane University. She previously served as a member of the Governor's Special Commission on Architecture, 1971-72, and the Michigan Council for the Arts, 1971-75.

The Wharton's resided in Malaysia from 1958 to 1964 during which Mrs. Wharton was active in the arts. In 1966 and 1968, she conducted a survey of the artists of Malaysia which was published in 1972 as a book, Contemporary Artists of Malaysia: A Biographic Survey, by the Asia Society of New York.

From 1965-67, she served as a secretary of the Malaysia Council of the Asia Society, and was a member of the Junior Council of the Museum of Modern Art, 1966-70.



MRS. DOLORES D. WHARTON

Author, arts advocate

Mrs. Wharton is married to Clifton R. Wharton, Jr., President of Michigan State University.

Education:

BA - Fine Arts, Chicago University

Honors:

Honorary Doctorate (DHL), Central Michigan University

Corporate:

Director, Kellogg Company (Battle Creek)
Director, Michigan Bell Telephone Company
Director, Michigan National Bank (Lansing)

Government:

Member, National Council for the Arts
Vice Chairman and Member, Michigan Bicentennial Commission

Civic:

Director, Museum of Modern Art (New York)
Director, Founder's Society, Detroit Institute of Art
Director, Detroit Symphony Orchestra
Member, Board of Visitors of Tulane University

Author (Book):

Contemporary Artists of Malaysia: A Biographic Survey
(New York: Asia Society, 1972)

BACKGROUND: Dr. and Mrs. Clifton R. Wharton, Jr.

Mrs. Clifton R. Wharton, Jr. (Dolores) is an author and advocate of the arts. She is a former student of Martha Graham, a director of the Museum of Modern Art in New York, the Detroit Symphony Orchestra and the Founder's Society, Detroit Institute of Art. She is also a director of the Kellogg Company, Michigan Bell Telephone Company, and the Michigan National Bank (Lansing).

President Ford appointed Mrs. Wharton to the National Council for the Arts on September 3, 1974. She will be leaving for Atlanta after your visit Thursday for a meeting of the Council with Nancy Hanks. The Wharton's resided in Malaysia from 1958 to 1964. Mrs. Wharton is the author of a book published in 1972: Contemporary Artists of Malaysia: Biographic Survey.

Dr. Wharton is unable to be in Lansing Wednesday night. He is taking their son Bruce to school in Deerfield, Mass. and will be attending an Equitable Life Board of Directors meeting in New York. He has been president of Michigan State University since January 2, 1970. An economist, Dr. Wharton is a leading specialist in economic development, higher education, and U.S. Foreign Policy. He received a B.A. in history from Harvard in 1947. He was the first black to be admitted to Johns Hopkins University School of Advanced International Studies, receiving his M.A. in international studies in 1948. He also has an M.A. in economics from the University of Chicago where he received his Ph.D. in 1958.

The Wharton's have two sons, Clifton III and Bruce.

FOR IMMEDIATE RELEASE SEPTEMBER 15, 1976

OFFICE OF THE WHITE HOUSE PRESS SECRETARY
(Ann Arbor, Michigan)

THE WHITE HOUSE

REMARKS OF THE PRESIDENT
TO THE
UNIVERSITY OF MICHIGAN FOOTBALL TEAM

THE MICHIGAN UNION

6:23 P.M. EDT

First of all, I thank you very much for permitting me to join all of this great ball team for a meal before I have a little engagement down the road here.

In those stories that I was considered a great all-time center I found this -- the longer you get away from the reality, the bigger those stories get. (Laughter) So, make all your fame now, and I can only say they get better because the longer you are away from school the fewer there are of people to tell the truth about what happened. (Laughter)

I am just honored to come back here, coming to the campus, coming back to great memories. I can recall vividly my freshman year. We couldn't play on the varsity in the freshman year and I ate a few meals in the Union and I really got to love and feel very strongly about this University. I think it has contributed very significantly to whatever success I have had.

The friends I have made and the opportunities educationally and the whole atmosphere here was a great factor in the incentive and the drive to do as well as one could. I know that with the great record that you have -- and I can say as a Monday morning or grandstand quarterback -- I sit up there in the stands and watch on television -- and I am very proud of the great record that you have and the way you play football. You play to win, and that is the only way I know to move ahead, whether you are on the gridiron or whether you are in classrooms or whether you are in politics or anything else.

So, good luck, beat Stanford, and you have nine more ball games before you go to the Rose Bowl

END (AT 6:25 P.M. EDT)

September 15, 1976

Michigan UpDate

Patti thinks you might catch a question about the UAW strike. She also said the Detroit News poll was receiving big play. (I'm sure you saw it, but I've attached a copy.)

Basic Information on the Strike:

The strike of the United Auto Workers against Ford Motor Company began at midnight last night. Manufacturing plants in 22 states will be immediately affected. No formal negotiations are scheduled until Monday.

The union wants more paid time off. That's one of the key issues. They also are asking for a lump sum payment to pensioners to offset inflation and more money in the strike fund.

Previous UAW strikes were against Ford in 1967, against General Motors in 1970 and Chrysler in 1973.

k.

EMBARGOED FOR RELEASE UNTIL
6:00 P.M., EDT, WEDNESDAY,
SEPTEMBER 15, 1976

SEPTEMBER 15, 1976

Office of the White House Press Secretary

THE WHITE HOUSE

TEXT OF REMARKS BY THE PRESIDENT
TO BE DELIVERED AT
CRISLER ARENA, UNIVERSITY OF MICHIGAN

ANN ARBOR, MICHIGAN
SEPTEMBER 15, 1976

I have come home to Michigan to share with you my views of America in 1976 and my hopes for America in the next four years and beyond.

During the last two years, in the aftermath of a difficult war and a painful ordeal of economic adversity and political crisis, we reached a critical turning point in America 's history.

Throughout most of your lives, America has faced turmoil. Some of our most beloved leaders have been assassinated. There was a war we could not either win or end. There were destructive riots on our streets and campuses. We suffered runaway inflation and the worst recession in 40 years. We were betrayed by corruption at the highest levels of government.

Through all of this, we found in ourselves a basic strength which has proven mightier than all our armaments, more precious than our great store of national wealth, and as enduring as our Constitution.

As I said on taking the oath of office as President two years ago, "our long national nightmare is over." In the last two years, the United States of America has made an increadible comeback -- and we're not through yet.

In 200 years as a free people, much has changed in our nation but America's basic goals remain the same:

-- Americans want a job with a good future.
-- Americans want homes in decent neighborhoods -- and schools where our children can get a quality education.
-- Americans want physical security -- safety against war and against crime - safety against pollution in the water we drink and the air that we breathe.
-- We want medical and hospital care when we are sick, at costs that will not wipe out our savings.
-- We want the time and opportunity to enlarge our experience through recreation and travel.

- MORE -

We Americans are a proud people. We cherish our inalienable rights: the right to speak our minds -- the right to choose the men and women who enact and enforce our laws -- the right to stand equal before the law, regardless of sex, age, race or religion -- the right as a farmer, businessman, worker and consumer to bargain freely in the economic marketplace -- the right to worship as we choose.

It all adds up to the "American dream".

These are the goals which every politician and every citizen has for America. They are not some mystic vision of the future. They are the continuing agenda for action today.

And so, the question in this campaign of 1976 is not "who has the better vision of America." The question is "who will act to make that vision a reality."

The American people are ready for the simply truth, simply spoken, about what the government can do for them and what it cannot and should not do. They will demand specifics -- not smiles; performance -- not promises.

There are some in this political year who claim that more government, more spending, more taxes and more controls on our lives will solve our problems.

More government is not the solution. Better government is.

It is time we thought of new ways to make government a capable servant and not a meddling master.

Let's get down to cases.

Let's talk about jobs.

Today 88 million Americans are gainfully employed -- more than ever before in our history. But that's not good enough.

My immediate goal is two and a half million new jobs every year with emphasis on our youth, especially the minorities. Not demeaning, dead-end jobs paid for out of the Federal Treasury, but permanent jobs with a future generated by the demands of a healthy economy.

Can we do it? We have done it.

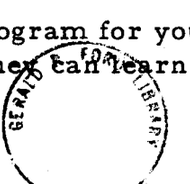
We proved once and for all that you can cut inflation in half and add four million new jobs in just 17 months. We did it with tax cuts that allowed Americans to spend more of their own money. We did it with tax incentives that encouraged job production. We did it by letting our free economic system do what it does better than any other system in the world -- produce!

But I won't be satisfied until every American who wants a job can find a job.

I am particularly concerned that there are too many young Americans who cannot find a good job, or get the training and experience they need to find a good job.

Americans have long since recognized the importance of assuring that every high school graduate who is willing, able and qualified be able to go to college. We have done so through grants, loans and scholarships.

I believe we can apply this same principle to create a program for young people who choose not to go to college, but want a job at which they can learn a trade, a craft or practical business skills.



Let's put America -- all of America -- to work!

Once a good job is secured, it's an American tradition to put some of those earnings toward a family home. But nowadays, with interest rates too high, down-payments too high, and even monthly payments often too high -- home-ownership is not within the reach of many Americans, particularly young Americans beginning a career or marriage.

My goal is home-ownership for every American family that wants to own a home and is willing to work and save for it.

Here is how I will meet that goal: First--I will continue to pursue economic policies, including tight control of unnecessary Federal spending, which will hold inflation down, reduce interest rates, cut your taxes, increasing your purchasing power and making more funds available for home mortgages.

Second--It's time we did something more about the down-payment requirements which so many people can't afford. I will recommend changes in the FHA law to reduce down-payments on lower and middle-price houses, by up to 50 percent.

Third--I will direct the Department of Housing and Urban Department to accelerate implementation of a new federal guaranty program to lower monthly payments in the early years of home-ownership and gradually increase them as the family income goes up.

A good job. A good home. Now let's talk about the good health we must have to appreciate both. My goal is an American where health care is not only the best in the world--but is both accessible and affordable. But raising Federal taxes by 70 billion dollars a year for a government-dominated national health insurance program is not the way to do it. That path leads to more bureaucracy, more fraud, more taxes and second class medical care.

That's what I'm against. Here's what I'm for:

As our first priority, I have recommended protection against the costs of a catastrophic or prolonged illness for the aged, and the disabled--insuring that never again will they have to pay more than $750 for medical care in any year. People should not have to go broke just to get well.

Next, I proposed to the Congress last spring, a major reform in federal health programs. We should combine sixteen overlapping and confused Federal health programs--including the scandal-ridden Medicaid program--into one $10 billion program that distributes the federal funds more equitably among the states and insures that those who need these services get first class care.

America is still awaiting action by the Congress on this urgently needed legislation.

Now let's turn to an area of special concern to this audience--education.

One of the most urgent problems is to create a climate in every classroom where teachers can teach and students can learn.

Quality education for every young American is my Administration's goal. Major reforms are necessary in the relationship between the national, state and local units of government so that teachers can spend their time teaching instead of filling out Federal forms. Federal aid is necessary, but Federal aggravation should stop.

Nine months ago, I proposed to the Congress that we replace 24 paper-shuffling, educational bureaucracies with a single federal program, which would provide 3.3 billion dollars in direct aid to elementary and secondary schools.

They have not acted. Once again this Congress has shown itself to be sitting dead in the water -- addicted to the status quo. The American people deserve better representation than <u>that</u>! They will demand it on November 2.

We must ensure that low-income students have access to higher education.

We must also find ways through the tax system to ease the burden on families who choose to send their children to non-public schools and to help families cope with the expenses of a college education. In my Administration the education needs of America's middle-income families will neither be forgotten nor forsaken.

Education is the key to a better life. The prevention of crime is essential to making our lives secure.

The Constitution demands that we ensure domestic tranquility, and that is what I called for in my crime message to Congress. Most crimes are committed by hardened career criminals who know no other life than the life of crime. The place for those people is not on the streets, but in jail. The rights of a law-abiding society, the rights of the innocent victim of crime, must be fully protected.

And finally, we must give Americans the chance to enjoy America. I have outlined a 1.5 billion dollar program to expand and improve our national park system over the next ten years. This means more national parks, more recreation areas, more wildlife sanctuaries, more urban parks and historic sites. Let's make this America's Bicentennial birthday gift to all of our future generations.

Today America enjoys the most precious gift to all: we are at peace. No Americans are in combat anywhere on earth, and none are being drafted--and I will keep it that way.

We will be as strong as we need to be to keep the peace, to deter aggression, and to protect our national security.

But if our foreign policy is to have public support, it must represent the moral values of the American people.
What is more moral than peace with freedom and security?

As the leader of the free world, America has a special responsibility to explore new paths to peace for all mankind. It is a responsibility we have not shirked.
We have been a force for peace in the Middle East, not only in promoting new agreements, but in building a structure for a more lasting peace.

We have worked for peace with the Soviet Union, not only in resolving our many conflicts, but in building a world where nuclear armaments are brought under control.

We are working for peace in Europe, where the Armies of two major coalitions confront each other.

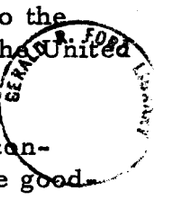
We will continue to build our relationship with the People's Republic of China, which contributes importantly to peace and stability in the world.

Now, in the face of a new challenge, we are embarked on a mission for peace in southern Africa.

This is the first Administration in America's history to develop a comprehensive, affirmative African policy. This policy has won respect and trust on that troubled continent.

At my direction, Secretary Kissinger is now engaged in an intensive effort to help all the parties--black and white--involved in the mounting crisis in southern Africa, find a peaceful and just solution to their many and complex differences.

The African parties in the very grave and complicated problems of Namibia and Rhodesia have encouraged us to help them in the search for peace and justice. We are also backed in our efforts by our European Allies with traditional bonds to the African Continent. In particular we are working in close collaboration with the United Kingdom which has an historical and legal responsibility in Rhodesia.



Success will depend fundamentally on the cooperation of the parties directly concerned. We will not and we cannot impose solutions, but will depend upon the goodwill and determined efforts of the African parties themselves to achieve negotiated settlements.

We seek no special advantage for ourselves in these negotiations. We do share with the people of Africa these fundamental objectives: a peaceful outcome; a future of majority rule and minority rights; a prospect of widening human dignity and economic progress; and a unified and an independent Africa free from outside intervention or threat.

The path that leads to these goals is not an easy one. The risks are great. But America's interests and America's moral purpose summon our effort.

Despite the rigors of a great national election, I have persisted in carrying out this new policy toward Africa -- not because it is expedient -- because it is right.

I pledge to you that under my Administration, American foreign policy will serve the interests of our country and our people -- it will be true to our great heritage of the past, fulfill our purposes in the present, and contribute to our best vision of the future.

It is not enough for anyone to say "trust me". Trust must be earned.

-- Trust is not having to guess what a candidate means.
-- Trust is leveling with the people before the election about what you're going to do after the election.
-- Trust is not being all things to all people, but being the same thing to all people.
-- Trust is not cleverly shading words so that each separate audience can hear what it wants to hear, but saying plainly and simply what you mean -- and meaning what you say.

I am proud of the maturity of the American people who demand more honesty, truthfulness and candor of their elected representatives.

The American people, particularly its young people, cannot be expected to take pride -- or participate -- in a system of government that is defiled and dishonored -- in the White House or in the halls of Congress.

Personal integrity is not too much to ask of public servants. We should accept nothing less.

As we enter the last seven weeks of this national election, a new poll indicates that as many as 65 million Americans will not vote in November.

Some people have said that they are not excited about any of this years' candidates. Let them be excited about America.

Let them be excited about their own capacity to grow and change -- about our Nation's capacity to grow and change -- and even about the evolution, with their help, of the candidate of their choice.

In this year of 1976, I stand before you as the last President of America's first 200 years. But with your help, I also intend to be the first President of America's new generation of freedom.

Working together we can build an America that does not merely celebrate history, but writes it -- that offers limited government and unlimited opportunity - that concerns itself with the quality of life -- that proves individual liberty is still the key to mutual achievement and national progress.

And when the history of this era is written, future generations will look back at America in 1976 and say -- yes -- they were two hundred years old -- but they had really only just begun.

# # #

FOR YCUR USE AND INFORMATION

Office of the White House Press Secretary

THE WHITE HOUSE

TRIP OF THE PRESIDENT TO
ANN ARBOR, MICHIGAN
SEPTEMBER 15, 1976

PRESS POOLS

PRESS POOL #1 - Air Force One Washington to Willow Run Airport, Ypsilanti.

AP - Cormier or Benedict
UPI - Thomas or Lerner
AP Photo - Georges
UPI Photo - R. Bennett
U.S. News - Wright
AP Radio - Rodgers
Knight - Jim McCartney
ABC Crew (3) - Hill and Swiatkowski and Bull

PRESS POOL #2 - Travel from Willow Run Airport to Crisler Hall and Student Seminar.

AP - Cormier or Benedict
UPI - Thomas or Lerner
AP Photo - Georges
UPI Photo - R. Bennett
Newsweek Photo - McNamee
Time Photo - Halstead
U.S. News - Wright
AP Radio - Rodgers
Knight - McCartney
ABC Crew (2)
CBS Crew (2)
NBC Crew (2)
ABC Radio Technician - Bull
Lighting Technician

PRESS POOL #3 - Travel from Crisler Arena to Inglis House, travel Inglis House to Michigan Union, Training Table, travel from Michigan Union to Crisler Arena. (Assemble in the Press Center 3:45 p.m.)

AP - Cormier or Benedict
UPI - Thomas or Lerner
AP Photo - Georges
UPI Photo - R. Bennett
Newsweek Photo - McNamee
Time Photo - Halstead
Time - Fischer
Cox - Glass
UPI Audio - Chamberlayne
ABC Crew (2)
CBS Crew (2)
NBC Crew (2)
ABC Radio Technician - Bull
Lighting Technician

(MORE)

PRESS POOL #4 - University Reception. (Assemble immediately upon conclusion of President's remarks at the rear of the camera platform.)

AP - Cormier or Benedict
UPI - Thomas or Lerner
AP Photo - Georges
UPI Photo - R. Bennett
Newsweek Photo - McNamee
Time Photo - Halstead
U.S. News - Wright
Columbus Dispatch - Embrey
ABC Correspondent
ABC Crew (2)
CBS Crew (2)
NBC Crew (2)
ABC Radio Technician - Bull
Lighting Technician

PRESS POOL #5 - Travel from Crisler Arena to Willow Run Airport. (Assemble in Press Center at 8:20 p.m.)

AP - Cormier or Benedict
UPI - Thomas or Lerner
AP Photo - Georges
UPI Photo - R. Bennett
Newsweek Photo - McNamee
Time Photo-Halstead
Newsweek - DeFrank
Philadelphia Bulletin - O'Rourke
Mutual - Boyd
ABC Crew (2) - Hill & Swiatkowski
CBS Crew (2)
NBC Crew (2)
ABC Radio Technician - Bull
Lighting Technician

PRESS POOL #6 - Air Force One from Willow Run Airport to Andrews Air For Base.

AP - Cormier or Benedict
UPI - Thomas or Lerner
AP Photo - Georges
UPI Photo - R. Bennett
Newsweek - DeFrank
Philadelphia Bulletin - O'Rourke
Mutual - Boyd
ABC Crew (3) - Hill & Swiatkowski & Bull

# # #

THE WHITE HOUSE
WASHINGTON

Busing, according to PFC Chairman in Ohio, is an issue. No busing in Columbus at the moment. School system is waiting for court decision.

Doubt that it will come up.

Busing

President Ford has long been concerned about the fact that the controversy over court-ordered busing has detracted from the search for ways of achieving the critical national goal of providing quality and equality in education for America's schoolchildren.

In the President's view, there are times when school busing is constitutionally required to achieve school desegregation, but there are many instances in which it has been used when it was not constitutionally required, when better methods of solving school problems were readily at hand.

Therefore, the President ordered the Department of Justice in November of 1975 to begin a search for legal means of controlling the use of court-ordered busing as a remedy in school desegregation suits. After months of study by Administration officials and meetings held by the President with large numbers of concerned groups, the President sent to Congress on June 24, 1976, the School Desegregation Standards and Assistance Act of 1976.

This legislation was designed to limit busing to those instances only where it is constitutionally required, and to provide alternative means of solving school desegretation problems. The legislation does this by requiring Federal courts to look carefully at the cause of racial concentrations in affected schools and to order busing only when the cause of the racial concentration is one for which school officials can appropriately be held responsible. After careful consultation with respected legal scholars throughout the United States -- most notably Attorney General Levi -- the President is convinced that his solution is constitutional, that it is feasible, and that it will place the emphasis in school suits where it ought to be placed.

In his message to Congress accompanying the bill, the President said:

"At the outset, let me set forth certain principles governing my judgments and my actions.

"First, for all of my life I have held strong personal feelings against racial discrimination. I do not believe in a segregated society. We are a people of diverse background, origins, and interests, but we are still one people -- Americans -- and so must we live.

"Second, it is the duty of every President to enforce the law of the land. When I became President, I took an oath to preserve, protect, and defend the Constitution of the United States. There must be no misunderstanding about this -- I will uphold the Constitutional rights of every individual in the country. I will carry out the decisions of the Supreme Court. I will not tolerate defiance of the law.

"Third, I am totally dedicated to quality education in America -- and to the principle that public education is predominantly the concern of the community in which people live. Throughout the history of our Nation, the education of our children, especially at the elementary and secondary levels, has been a community endeavor. The concept of public education is now written into our history as deeply as any tenet of American belief."

Later in the message, the President described the objectives of and means proposed by the legislation:

"To maintain progress toward the orderly elimination of illegal segregation in our public schools, and to preserve -- or, where appropriate, restore -- community control of schools, I am proposing legislation to:

1. Require that a court in a desegregation case determine the extent to which acts of unlawful discrimination have caused a greater degree of racial concentration in a school or school system than would have existed in the absence of such acts.

2. Require that busing and other remedies in school desegregation cases be limited to eliminating the degree of student racial concentration caused by proven unlawful acts of discrimination.

3. Require that the utilization of court-ordered busing as a remedy be limited to a specific period of time consistent with the legislation's intent that it be an interim and transitional remedy. In general, this period of time will be no longer than five years where there has been compliance with the court order.

4. Create an independent National Community and Education Committee to help any school community requesting citizen assistance in voluntarily resolving its school segregation order."

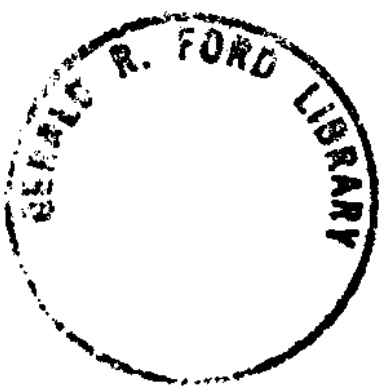
"Every American, in my opinion -- wants quality education.

"I think that quality education can be enhanced by better school facilities, lower pupil-teacher ratios, the improvement of the neighborhood, as such. Those are better answers, in my judgment, than busing under a court order."

Gerald R. Ford
September 12, 1975

THE WHITE HOUSE
WASHINGTON

Taylor is on the program with Mrs Ford — along with Mrs Esch -



MICHIGAN BACKGROUNDER

Lansing, population 130,000, is the largest city in the 6th Congressional District, which also includes East Lansing and Jackson. (Lansing has a large Oldsmobile plant, which, of course, would not be directly affected if the United Auto Workers strike Ford tonight (9/14).)

From 1956 to 1974, the 6th District incumbent was Republican Charles Chamberlain. After a narrow win in 1972, he retired in 1974. The seat was won by liberal Democrat Bob Carr, a 29-year-old lawyer. Carr defeated Republican Cliff Taylor by only 647 votes.

This year, Taylor, a trial lawyer, is again the GOP nominee. The Republican Congressional Committee describes this as one of the five best possibilities of unseating a Democratic incumbent. Carr has been targeted for defeat by all the major conservative and business groups.

Taylor, who was raised in Flint, is considered an excellent candidate by the RCC. He graduated from the University of Michigan and George Washington Law School. He served three years in the Navy. He also has served as Assistant Prosecuting Attorney in Ingham County, which includes Lansing and East Lansing, and as an attorney with the Michigan legislature.

Taylor is married and in his mid-30s. (Patti was not impressed by him, and she reports Michigan contacts are not optimistic about his chances.)

Senate Race:

I know you must be especially interested in the Ecsh-Riegle Senate race. (Riegle was elected to Congress in 1966 as a Republican and changed his affiliation to Democrat in 1973.)

The Republican Senatorial Committee describes it as a very tight race. Patti reports from Michigan that one recent poll showed Riegle substantially ahead (47 percent to 25 percent). But Riegle himself was down that much in the primary fight he won.

This is, of course, Phil Hart's seat. I'm sure you know most of this Michigan material, but I thought a few facts on paper might be helpful.

-0-

OHIO BACKGROUNDER

Columbus is an urban Republican stronghold. It is also Ohio's fastest-growing metropolitan area. (Barry Goldwater made his best Ohio showing in Columbus.) The city does have an 18 percent black population, but few ethnics from Eastern and Southern Europe. Columbus is, of course, the capital and home of Ohio State University.

Columbus is represented by two Republicans, Sam Devine from the 12th District and Chalmers Wylie from the 15th. Despite careful redistricting by the Republican state legislature, Devine is believed to be in serious political trouble. He narrowly won in 1974 over City Councilwoman Fran Ryan, who is his opponent again this year. Wylie is expected to win his race.

Patti does not think either Devine or Wylie will tour the Western Electric Plant with you, although Governor Rhodes will. Rhodes, a former Mayor of Columbus, will be governor until 1979.

Senate Race:

Incumbent Republican Senator Robert Taft is seeking a second term. His opponent is Howard Metzenbaum, who was defeated by John Glenn in the 1974 Democratic primary.

Apparently there is no love lost between Glenn, Metzenbaum and former Governor John Gilligan. Rhodes defeated Gilligan

in 1974, when it was assumed that if Gilligan had won he would have been a bright and shining star in national Democratic politics. Gilligan appointed Metzenbaum in 1973 to fill William Saxbe's seat, because Metzenbaum ran a strong race against Taft in 1970. All this tangled web of infighting makes the picture better for Taft, although the Republican Senatorial Committee says Taft is having some problems raising money. Metzenbaum is wealthy and has been lavish in his past campaign spending.

-0-

Cowles House

First Lady	351-2371	Intercom Station 2
Command Post	351-4663	Intercom Station 4
	351-2589	
Medical Representative	351-0727	Intercom Station 6
Staff Secretary	351-0583	Intercom Station 3
Ramp Phone	482-8666	
PFC HQ's Holding Room	482-8649	

University Inn

Domenico	Room 910	351-1871
Weidenfeld	Room 906	351-1495
Sorum	Room 138	351-1033
Dalton	Room 258	351-1274
Matson	Room 136	351-9385
King (WHCA)	Room 219	351-1222

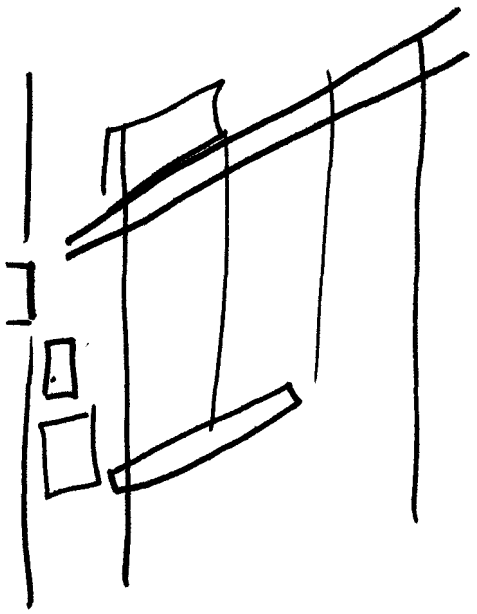
East Lansing Area Code is 517.

To dial long distance you must first dial the number one.

Patti

7+136

Bill Harrison (S.C)
Bill Bass (S.C.)
Susan Porter
Nancy Duncan (



THE WHITE HOUSE

WASHINGTON

September 27, 1976

Dear Dale:

A note of thanks for your time and effort during Mrs. Ford's recent visit to the Michigan State campus.

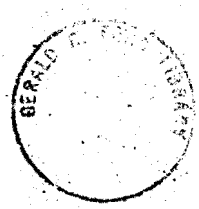
Your willingness to help and expertise with the press were appreciated.

Again, Dale, thanks. On behalf of Mrs. Ford, we are grateful to you.

Sincerely,

Patti Matson
Assistant Press Secretary
to Mrs. Ford

Mr. Dale Arnold
Public Relations Department
Michigan State University
East Lansing, Michigan 48824



THE WHITE HOUSE

WASHINGTON

September 27, 1976

Dear Jerry:

You are such a rare person.

This is a short note to let you know how much I enjoyed getting to know you and work with you during Mrs. Ford's trip to Lansing.

You were great, Jerry, and it was much appreciated. Our sincere appreciation for all you do for us year in and year out. We are grateful.

Sincerely,

Patti Matson
Assistant Press Secretary
to Mrs. Ford

Mr. Jerry Roe
4 Locust Lane
Lansing, Michigan

THE WHITE HOUSE

WASHINGTON

September 27, 1976

Dear Libby:

What would I have done without you during the advance for Mrs. Ford's visit to Lansing???

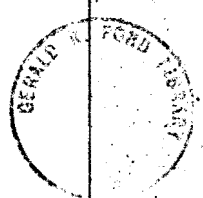
You were fantastic, and your help was much appreciated. Your experience was invaluable to us, and we felt very fortunate that you were able to work with us.

Again, Libby, thanks. On behalf of Mrs. Ford, we are grateful to you.

Sincerely,

Patti Matson
Assistant Press Secretary
to Mrs. Ford

Ms. Libby Otis
1788 Woodside
Lansing, Michigan



THE WHITE HOUSE

WASHINGTON

September 27, 1976

Dear Libby:

A note of thanks for all you did for us during Mrs. Ford's recent visit to Columbus.

You were <u>such</u> a help. Your patience and willingness to pull together the details was much appreciated. I hope we have a chance to work together again.

My very best.

Sincerely,

Patti Matson
Assistant Press Secretary
to Mrs. Ford

Ms. Libby Cochran
1530 Kenny Road
Columbus, Ohio

THE WHITE HOUSE

WASHINGTON

September 27, 1976

Dear Jim:

You were terrific during Mrs. Ford's recent visit to Columbus.

I could not have asked for more. You understand the press, were wonderful to work with--and you keep your cool under fire.

I am very grateful to you, Jim. By all accounts we've received, the trip to Columbus was successful, and you can take a good portion of the credit.

Again, thanks.

Sincerely,

Patti Matson
Assistant Press Secretary
to Mrs. Ford

Mr. Jim Buchanan
President Ford Committee
59 East Gay Street
Columbus, Ohio

Enclosure

THE WHITE HOUSE

WASHINGTON

September 27, 1976

Dear Warren:

A note of thanks for your time and effort in making Mrs. Ford's recent visit to Western Electric go so smoothly.

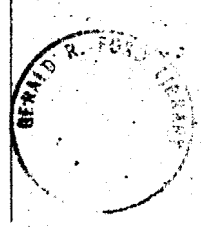
Your hospitality, efficiency and willingness to do anything you could will long be remembered and appreciated.

Again, Warren, thanks. On behalf of Mrs. Ford, we are grateful to you.

Sincerely,

Patti Matson
Assistant Press Secretary
to Mrs. Ford

Mr. Warren Vogel
Western Electric Co.



Detroit News
DN
9-17-76

Betty Ford peps up Lansing GOP

'Let's boogie!' she cries

LANSING — (AP) — Betty Ford kicked off her husband's homestate presidential campaign at a Republican telephone center yesterday, declaring to a cheering, partisan crowd, "Let's boogie!"

Mrs. Ford, a former dancer, coined the impromptu campaign slogan as she told a crowd of 200 to 300 it is important to "sweep" Michigan for President Ford, a Grand Rapids native.

"Let's do it! Let's boogie!" she said.

* * * * * * *
ELECTION '76

From the desk of Representative

Sept 20, 1976

Dear Sally:

Here are the clippings you requested on the Lansing visit of the First Lady. In addition the Radio and TV coverage of the visit was most favorable. The best portion of the news was devoted to the phone calling from the center.

All the media I talked to were very pleased with the visit and the availability of Mrs. Ford to the press. Suggest much more of the same.

Tell Patti Madson, I enjoyed working with her during the visit. Hope to see her again between now and Nov.

If I can be of any further assistance please call.

Bill Long

Asst Press Sec Republican Caucus
State of Michigan

BILL LONG
House Republican Office
House of Representatives
Lansing, Michigan 48901

PRESS SECTION (BETTY FORD)
ATTN: SALLY QUENNEVILLE
WHITE HOUSE
WASHINGTON, D.D. 20500

FIRST CLASS MAIL

Col. Citizen Journal
9/17/76
Pg. 1

FIRST LADY GREETED — Mrs. Betty Ford is greeted at Port Columbus by Republican dignitaries including the wives of two Central Ohio congressmen, Mrs. Chalmers Wylie (left), and Mrs. Sam Devine (center) and by Miss Martha Moore, Republican National committeewoman and state Republican vice chairman.

First Lady, Chip

Betty answers questions

By JOHN O. MEEKINS
Citizen-Journal Staff Writer

Mrs. Betty Ford shook as many hands as she could during a brief two-

debates will be extremely important to his campaign.

● Ohio is crucial to the President's campaign.

FLOWERS PRESENTED — Linda Layton presents flowers to First Lady Betty Ford following Mrs. Ford's tour of the Western Electric plant on E. Broad-st Thursday afternoon. Mrs. Ford spent most of an hour going through the plant and greeting workers.

MRS. FORD FINDS OUT — Walt Branch was one of some 5,000 employes of the Western Electric plant on E. Broad-st, who got a chance to see the First Lady during her campaign stop in Columbus. Here Branch explains part of his job to Mrs. Ford.

Betty responds to questions

● From Page One

James A. Rhodes, Ohio Ford Campaign

bouquet from Donna Barker, Republican candidate for Perry County clerk of courts, and Yvonne Gill, GOP

Col. Citizens Journal 9/17/76

'Early Bird' brings in $2.7 million

Festivities mark county UW drive kickoff

By SYLVIA BROOKS
Citizen-Journal Staff Writer

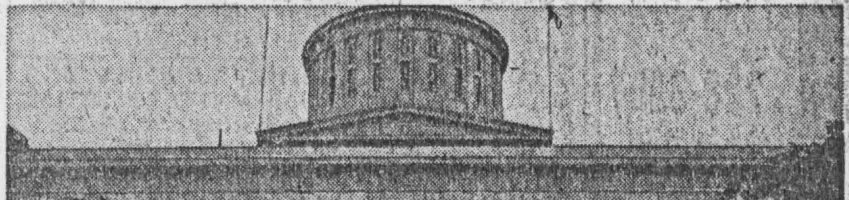
United Way of Franklin County (UW) kicked off its 1976 campaign Thursday with fun and festivities, and hopes to raise $7,7 million by the campaign's end on Nov. 11.

The drive has already collected $2.7

More pictures on Page 2.

reminisced with exhibitions of the Charleston, jitterbug and other other typical dances of the eras.

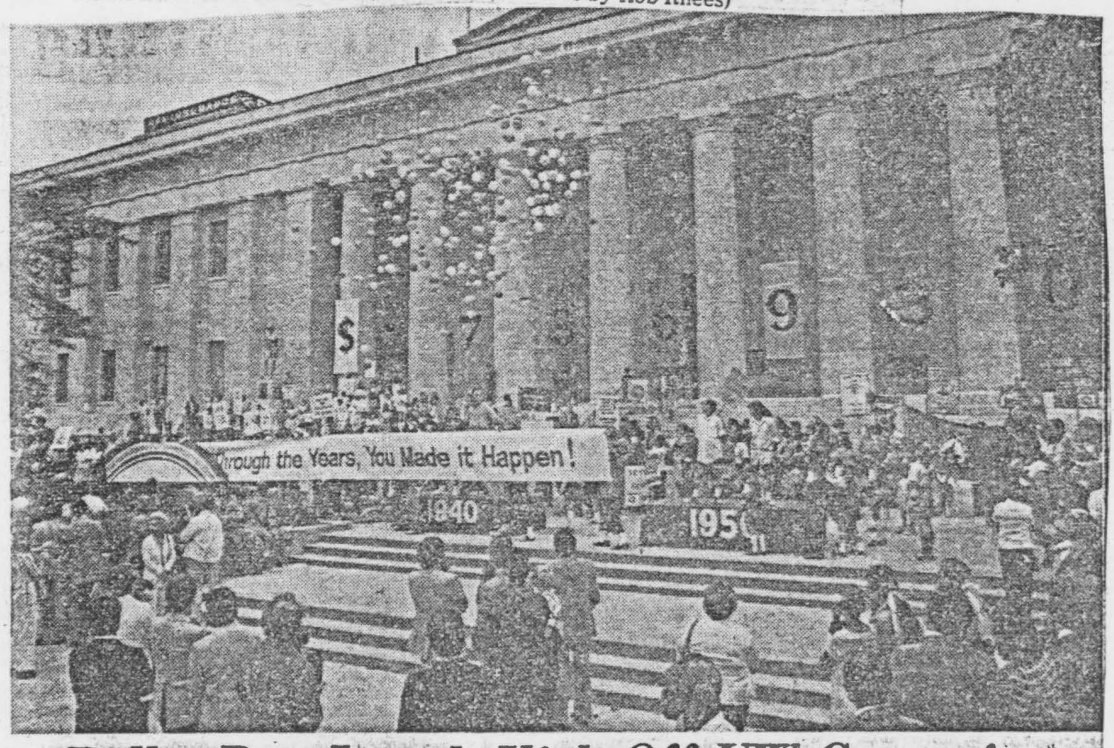
David R. Patterson, campaign chairman and chairman of the Huntington



Col. Dispatch
9/17/76

ONLOOKER — Mrs. Ford hears an explanation of adjust minature relays from Barbara Taylor, 4919 Etna Rd., Whitehall, at the Western Electric plant Thursday.

GREETINGS — Mrs. Betty Ford clasps hands with Mrs. Chalmers Wylie, wife of the 15th District congressman as she arrives at Port Columbus while Martha Moore, vice chairman of the Ohio Republican party looking on. Hidden between Mrs. Wylie and Miss Moore is Mrs. Samuel L. Devine, wife of the 12th District congressman. Both wives accompany accompanied Mrs. Ford in her car and during the tour of the Western Electric plant. (Dispatch Photos by Rob Rhees)



Rally, Box Lunch Kick Off UW Campaign

Workers and representatives of the 66 agencies of United Way (UW) crowd onto the Statehouse steps, above, for Thursday's official kickoff of UW's $7.7 million fund-raising campaign. Officials announced that an "early-bird" drive in more than 50 Franklin County companies has raised $2.7 million, or 35 percent of the goal. Below, John Hodges, right, president of the Columbus-Frank- division, receives a lunch packed by UW Campaign Chairman David Patterson, left. Hodges paid $10 for the lunch. The highest price, $65, was paid for a lunch donated in the name of First Lady Betty Ford. The auction of 24 lunches brought an additional $602.50 for the campaign, which runs through Nov. 11. (Dispatch Photos by Fred Shannon)

Col. Dispatch
9/17/76

First Lady Greeted By Airport Crowd, Phone Plant Staff

By Carolyn Focht
Of The Dispatch Staff

First Lady Betty Ford was in Columbus Thursday, tickling a baby's toe, hugging some women and kissing a few men.

She spent a little over two hours in the city shaking hands and smiling. Saying hello and smiling. Making small talk and smiling.

MRS. FORD was greeted at Port Columbus by party leaders and their spouses, but spent the bulk of her time touring the Western Electric Co. plant.

The workers at the plant which makes telephone equipment left their

Mrs. Joyce Bowman who had handlettered a Jimmy Carter for President placard.

Mrs. Bowman said she told Mrs. Ford, "All's fair in love and war, but we can still be friends." She said Mrs. Ford agreed.

Carl Budnick, a Republican Central Committeeman from Baltimore, Ohio, was surprised when Mrs. Ford spotted his Ford for President sign and walked over and kissed him on the cheek.

ANOTHER MAN who held up a sign reading, "In Accord With Ford" got the same treat.

Charles Johnson, vice president of

Mrs. Ford Greets Factory Workers

Continued from Page 1

chiefly from other women, such as "She's beautiful and She's attractive."

One woman thought she looked

dropped to about 100. She was late because she took part in some unscheduled activities in East Lansing, Mich., her aides said.

The State Journal - Mich
9/17/76 - 7A. Pg.

Staff Photo by BRIAN BURD

Betty Ford phones while Cliff Taylor and Mrs. Helen Milliken observe

Sparkling Betty Ford pitches for husband

By JULIE LEHR
Staff Writer

The President, says Betty Ford, wants very much to sweep the state of Michigan in this November's election.

"It's his home state, after all. And it's very important," she told well-wishers outside the GOP phone center in the public during her stay here, Mrs. Ford stayed away from issue-oriented subjects, sticking instead with pep talk comments for the volunteers who would be staffing the Ingham County Republican phone center.

Across the street, a marquee on Alex's Restaurant carried a message of welcome for the First Lady. But down side the GOP center, Lansing fire officials kept strict enforcement on the 55-person limit they had imposed on the building after imspecting it earlier this week.

Fire Marshul Gordon Adsit stayed inside the headquarters the whole time to supervise the crowd size.

The phone calls capped a day that be-

Gestures Not All Appreciated

By The Associated Press

They gave an Italian-American din-

Politics

from 1A

injuries.

Former New York Gov. Malcolm Wilson said after the incident, "I assumed it was a thumbs-up gesture, but he used the wrong finger."

Ford arrived at the Italian-American dinner about the same time as the antipasto, declaring that the Italian heritage is woven deeply into U.S. history "from Christopher Columbus ... to Vince Lombardi."

Carter, arriving in time for dessert

AP Photo

"Let's boogie!" Betty Ford tells supporters—and shows them how

Detroit News
DN
9-12-76

Betty Ford peps up Lansing GOP

'Let's boogie!' she cries

LANSING — (AP) — Betty Ford kicked off her husband's homestate presidential campaign at a Republican telephone center yesterday, declaring to a cheering, partisan crowd, "Let's boogie!"

Mrs. Ford, a former dancer, coined the apparently campaign slogan as she told a

* * * * * * * *

ELECTION

That Really Was Betty Ford On Phone, Calling for Votes

BY HUGH McDIARMID
Lansing Bureau Chief

LANSING — First lady Betty Ford batted three for four here Thursday, sending two Lansing housewives, one daughter-in-law and possibly a two-year-old daughter into unexpected orbit.

"I was flabbergasted," said Elizabeth Dick.

Ford told a crowd of 200 to 300 cheering campaign workers that it is important to "sweep" Michigan and exhorted them with "Let's do it. Let's boogie."

INSIDE THE phone-bank office, the opening dialogue, from Mrs. Ford's end, went like this:

The State Journal - Mich
9/17/76 - 7A. Pg.

Staff Photo by BRIAN BURD

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"I was flabbergasted," said Elizabeth Dick. "It's made my whole day."

Mrs. Dick was on the receiving end of the first of three successful phone calls made by Mrs. Ford as she opened the Ingham County Republican organization's "phone bank"

Ford told a crowd of 200 to 300 cheering campaign workers that it is important to "sweep" Michigan and exhorted them with "Let's do it. Let's boogie."

INSIDE THE phone-bank office, the opening dialogue, from Mrs. Ford's end, went like this:

"Hello, is this Mrs. Dick?

"Well. I'm glad to meet you, Mrs. Dick. This is Betty Ford and I'm in Lansing for the kickoff of President Ford's campaign in Mich-

Col. Citizens Journal 9/17/76

'Early Bird' brings in $2.7 million

Festivities mark county UW drive kickoff

By SYLVIA BROOKS
Citizen-Journal Staff Writer

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More pictures on Page 2.

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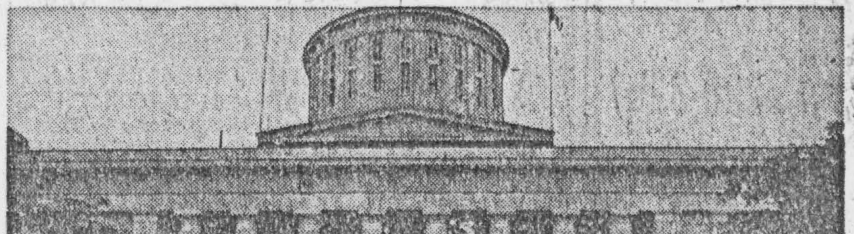
David R. Patterson, campaign chairman and chairman of the Huntington National Bank, said despite the money collected the drive has "a long way to



Col. Citizen Journal
9/17/76
Pg. 1

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First Lady, Chip

Betty answers questions

By JOHN O. MEEKINS
Citizen-Journal Staff Writer

Mrs. Betty Ford shook as many hands as she could during a brief two-hour stopover in Columbus Thursday

debates will be extremely important to his campaign.

● Ohio is crucial to the President's campaign.

● Jokingly, Columbus might expect

Col. Dispatch
9/17/76

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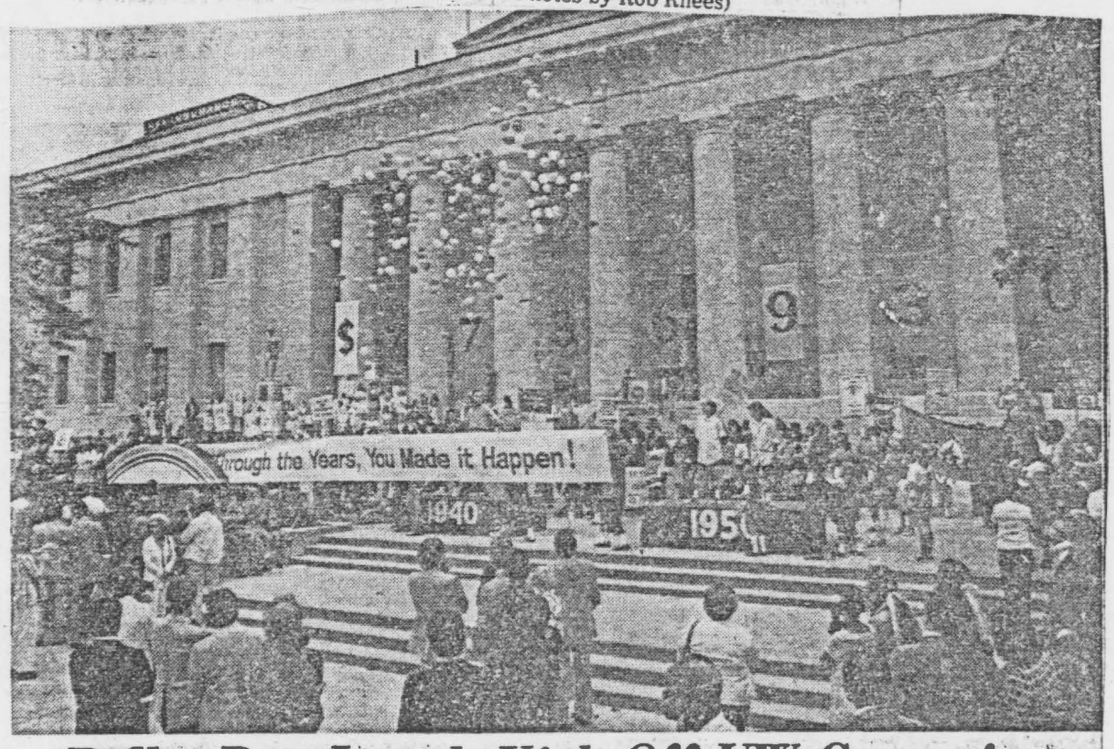


Rally, Box Lunch Kick Off UW Campaign

Workers and representatives of the 66 agencies of United Way (UW) crowd onto the Statehouse steps, above, for Thursday's official kickoff of UW's $7.7 million fund-raising campaign. Officials announced that an "early-bird" drive in more than 50 Franklin County companies has raised $2.7 million, or 35 percent of the goal. Below, John Hodges, right, president of the Columbus-Frank- division, receives a lunch packed by UW Campaign Chairman David Patterson, left. Hodges paid $10 for the lunch. The highest price, $65, was paid for a lunch donated in the name of First Lady Betty Ford. The auction of 24 lunches brought an additional $602.50 for the campaign, which runs through Nov. 11. (Dispatch Photos by Fred Shannon)

Col. Dispatch
9/17/76

First Lady Greeted By Airport Crowd, Phone Plant Staff

By Carolyn Focht
Of The Dispatch Staff

First Lady Betty Ford was in Columbus Thursday, tickling a baby's toe, hugging some women and kissing a few men.

She spent a little over two hours in the city shaking hands and smiling. Saying hello and smiling. Making small talk and smiling.

Mrs. Joyce Bowman who had handlettered a Jimmy Carter for President placard.

Mrs. Bowman said she told Mrs. Ford, "All's fair in love and war, but we can still be friends." She said Mrs. Ford agreed.

Carl Budnick, a Republican Central Committeeman from Baltimore, Ohio, was surprised when Mrs. Ford spotted his Ford for President sign and walked

NØ73
RA

BETTY
LANSING, MICH. (AP) -- AN ADAMANT FIRE MARSHALL HAS THROWN STATE REPUBLICAN PARTY OFFICERS INTO A PANIC BY CONDEMNING A BUILDING HOUSING CAMPAIGN VOLUNTEERS -- A BUILDING FIRST LADY BETTY FORD IS SCHEDULED TO VISIT.

THE BUILDING USED TO BE MICHIGAN REPUBLICAN HEADQUARTERS, AND THE VISIT IS SET FOR TODAY.

''THAT'S RIGHT,'' SAID FIRE MARSHALL GORDON ADSIT. ''I WENT UP THERE AND I BLEW MY TOP. IT WAS BAD ENOUGH BEFORE, BUT NOW THEY'RE MOVING EVERYTHING IN THERE -- A TELEPHONE CAMPAIGN AND EVERYTHING.''

THE BUILDING ADSIT CONDEMNED TUESDAY USED TO BE THE MICHIGAN REPUBLICAN HEADQUARTERS. BUT THE PARTY MOVED OUT LAST YEAR, AND THE SECOND FLOOR OF THE OLD OFFICE HAS BEEN CONVERTED INTO A TELEPHONE BANK FOR CAMPAIGN WORKERS.

''THE LAW SAYS YOU GOT TO HAVE AT LEAST TWO EXITS WHEN THERE ARE MORE THAN 1Ø PEOPLE ON THE SECOND FLOOR,'' ADSIT SAID. UNTIL WEDNESDAY, WHEN PARTY WORKERS BEGAN TO MAKE REPAIRS, THERE WAS ONLY ONE EXIT.

ADSIT SAID THE EMERGENCY REPAIRS PROBABLY WOULD LET THE BUILDING PASS INSPECTION BEFORE MRS. FORD'S VISIT.

JERRY ROE, THE STATE PARTY'S EXECUTIVE DIRECTOR, SAID WHEN HE HEARD OF THE CONDEMNATION LATE TUESDAY, ''I WAS PANICKY. WE HAD ENOUGH TO DO WITHOUT THIS DROPPING ON US.''

ROE, WHO HAD OFFICES ON THE BUILDING'S SECOND FLOOR FOR EIGHT YEARS, ADDED HE ''NEVER REALIZED HOW BAD IT WAS.''

Ø9-16-76 12:37EDT

NØ74

MICHIGAN
REPUBLICAN
STATE
COMMITTEE

9/17/76

Sally:

Per your request, enclosed is one clipping from Mrs. Ford's visit to Lansing.

Will send more later.

Marcia Dewey

223 N. WALNUT • LANSING, MICHIGAN 48933 • 517 487-5413

DAVE,

PLEASE CALL

JUDY MILLER (WXYZ-TV)

BEFORE 7:30p.m. ....

1-357-0478 or

1-444-1111 REGARDING

CREDENTIALS FOR

BETTY FORD INTERVIEW

TOMORROW.

Jim Ruggirello

Asst. S.I.D.

SPORTS INFORMATION DEPARTMENT
University of Michigan
1000 South State Street
Ann Arbor, Michigan 48104

DAVE FREDERICKSON

WASHINGTON (UPI) -- BETTY FORD WILL ACCOMPANY THE PRESIDENT TO THEIR NATIVE MICHIGAN FOR THE FORMAL OPENING OF HIS CAMPAIGN AT THE UNIVERSITY OF MICHIGAN IN ANN ARBOR ON WEDNESDAY.

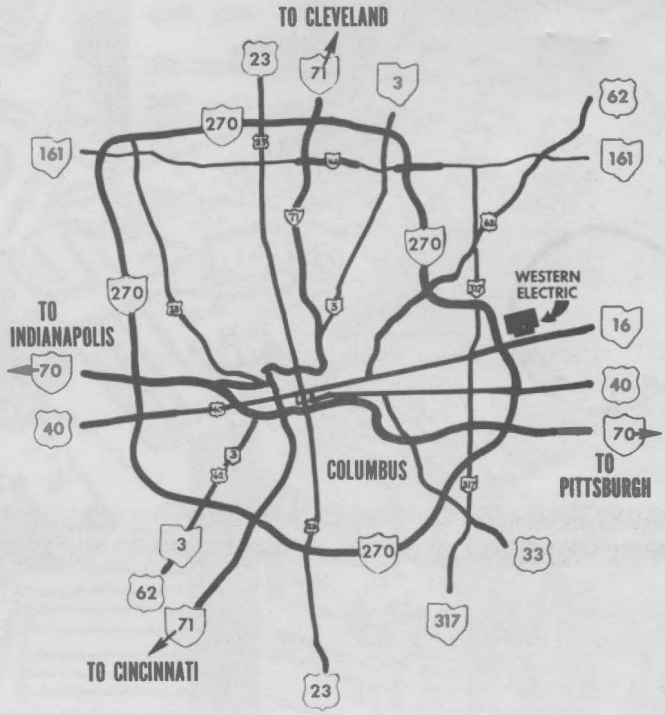
SHEILA RABB WEIDENFELD, THE FIRST LADY'S PRESS SECRETARY SAID THAT MRS. FORD PLANS TO REMAIN OVERNIGHT IN EAST LANSING AND WILL VISIT A FORD TELEPHONE BANK ON THURSDAY.

THURSDAY AFTERNOON, MRS. FORD WILL FLY TO COLUMBUS, O. TO BE ON HAND FOR THE OPENING OF THE STATE FORD CAMPAIGN HEADQUARTERS.

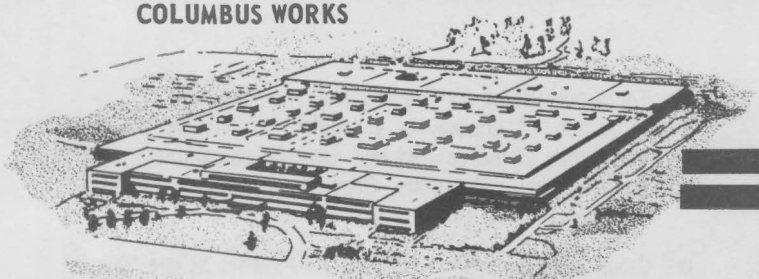
UPI 09-13 11:41 AED

MSONGS

to Western Electric



COLUMBUS WORKS



The Company's history is a history of communications. The firm started in Cleveland, Ohio in 1869 making telegraph equipment and other electrical devices. Over the years, it has pioneered in radio, motion pictures, loud speakers, television, radar and sonar, and now is the manufacturing and supply unit of the BELL SYSTEM, employing over 145,000 people.

Likewise, the Columbus Works enjoys a fine heritage. It is one of 21 major Western Electric manufacturing locations in the country. It established its permanent 6200 East Broad Street address in 1959. The prime responsibility for the Columbus Works is the manufacture of telephone switching equipment and apparatus – principally, Crossbar Switching Equipment – for the Bell Telephone System. This is the equipment that makes it possible for you to reach any of the 194,000,000 telephones in the United States as well as overseas locations. Standing ready in switching centers across the nation, this equipment makes quadrillions of connections possible and is accessible to you at the lift of a receiver.

Approximately 5600 Central Ohio people apply their skills daily at Western Electric - Columbus Works to help ensure that you have the finest telephone service in the world available at a reasonable cost.

We welcome the opportunity to be your host and have you visit the Western Electric plant and become acquainted with our people and the work we do.

tour information...

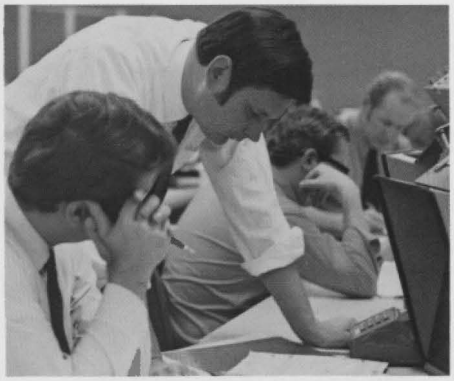
- Western Electric is pleased to announce a tour program at its Columbus Works.
- The tour program is available as a community service to students (16 years and older) and teachers, as well as community and professional groups. The two-hour visit includes a brief introduction to Western Electric, a tour of the office and a view of the manufacturing area. The tour reflects the broad spectrum of Western Electric's role as the manufacturing and supply unit of the Bell System.
- Tours are offered on Tuesday and Thursday, 9:00 a.m. – 11:00 a.m. Tours may be scheduled, usually two weeks in advance of the desired tour date, by contacting L. D. Buynak, Public Relations, Department 08822, in writing or by telephone (614-868-2358).
- Group size is normally limited to 20 guests at one time, and for student groups one adult per each group of ten students is requested. Handicapped personnel are most welcome.
- We do hope to host your group soon. 6/76

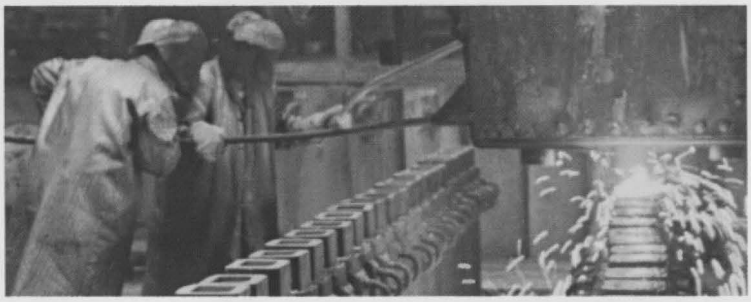
Western Electric

6200 EAST BROAD STREET
COLUMBUS, OHIO 43213

An Equal Opportunity Employer

Western Electric





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Who We Are . . . What We Do

Western Electric is the manufacturing and supply unit of the Bell System, an association of telephone companies that serve approximately 80 percent of the telephones in the United States. A wholly owned subsidiary of American Telephone & Telegraph Company, the Bell System parent, Western Electric is the nation's fifteenth* largest manufacturer in terms of sales. We have about 140,000 employees who work in nearly every state of the Union.

Our primary products are telephones (we make over 9 million a year), central-office switching equipment, cable and wire, plus the know-how needed to put them all together and keep them functioning dependably for more than 100 million Bell telephone customers. To make this possible, we buy some $3 billion worth of materials each year for ourselves and for the rest of the Bell System. And we inspect and recondition, when necessary, over 20 million used telephones a year and return them to the Bell telephone companies as good as new.

Our roving force of over 17,000 skilled installers is sent to Bell telephone central switching offices in most parts of the nation to insure that major items of switching equipment and other complex telephone apparatus are woven deftly and efficiently into the nationwide telephone network.

*According to the 1974 *Fortune* 500 listing.

1876

One of the festive events of the first United States Centennial was an industrial exposition held in Philadelphia. That exposition was the occasion of the first public demonstration of a new invention that was to play a pivotal role in American life—the telephone. Alexander Graham Bell, then only 29 years old, was one of the stars of the show.

Another young and rising star of the Exposition was the seven-year-old Western Electric Manufacturing Co. which had taken five first prizes. The prize-winning products were: an electric railway signal, galvanometers and resistance coils, Elisha Gray's automatic printer, insulators and a fire alarm.

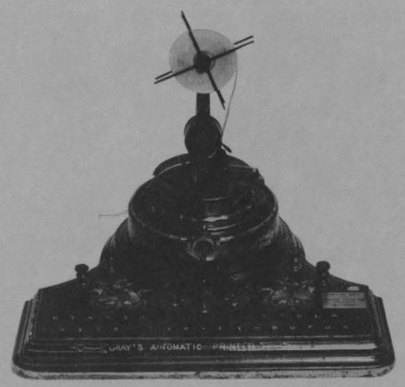
By the time of the Exposition, the firm had already shown a considerable capacity for growth. General Anson Stager, who had been Chief of U.S. Military Telegraphs during the Civil War, had joined the 10-month-old electrical equipment firm of Gray and Barton on November 18, 1869. The new partnership was capitalized with $7,500—$2,500 each from Gen. Stager, Professor Elisha Gray of Oberlin College and Enos Barton, a young telegrapher from Rochester, New York.

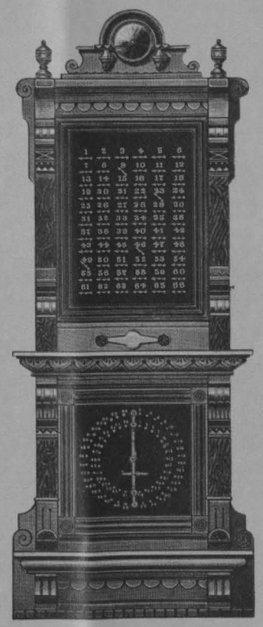
In 1871, the fledgling firm had a close call as the great Chicago fire was halted within two blocks of the shop. But, as is often the case, near-disaster was turned to opportunity as the company became a major source of replacement electrical equipment for what the fire had destroyed. The firm's exemplary service in helping to restore communications won public notice and increased business.

A year later, Gray and Barton was able to reorganize as the Western Electric Manufacturing Company—this time with a capitalization of $150,000. In 1877, the company began the manufacture of Elisha Gray's battery telephone. It was Western Electric's first experience with telephony. The weekly payroll topped the $1,000 mark.

In 1881, the American Bell Telephone Company, noting Western Electric's high standards and its pioneering work on electrical and telephone devices, decided to acquire a major interest in the company to establish it as the primary supplier of its equipment. This was the beginning of the historical partnership, existing to this day, that made Western Electric the manufacturing and supply unit of the Bell System. On February 6, 1882, Western Electric signed its first supply contract with American Bell (forerunner of AT&T) and soon became one of the larger units of the Bell System.

In 1901, Western Electric undertook centralized purchasing, distribution and repair functions for the Bell Telephone Company of Philadelphia, in addition to its responsibility of manufacturing communications equipment. This arrangement proved to be effective, and soon the other Bell telephone companies concluded similar agreements with Western Electric.





The Philosophy Behind Western Electric

Western Electric's fundamental purpose is to help the Bell telephone companies provide the finest communications service in the world at reasonable cost. Because of this, the normal business commitments to attain maximum sales and profits do not apply. Our aim is simply to earn a reasonable return on investment that will enable us to continue our manufacturing and supply functions for the Bell System.

Our close working relationship with the Bell telephone companies and Bell Laboratories benefits telephone users in several important ways. It assures that the demand for telephone equipment is met quickly and reliably; it speeds innovation of new products and services; it guarantees the necessary compatibility, reliability and quality of the equipment; and it provides substantial cost advantages that help keep the cost of service reasonable. In sum, it permits a total systems approach to telephone service.

It should be noted that our position as a subsidiary of a regulated utility subjects us to risks that other businesses don't normally face. Since we generally sell only to the Bell telephone companies and to the government upon request, we cannot diversify into other markets or seek new customers when economic conditions force the telephone companies to cut back their orders. And to help its telephone company partners keep the cost of service as low as possible, WE has an obligation, consistent with the adequacy of its earnings, to pass along the benefits of its above average productivity and efficiency by lowering prices or helping to absorb rising costs.

How We Fit Into the Bell System

The Bell System is a family of companies, the four major parts of which are the American Telephone and Telegraph Company, the 23 associated telephone operating companies, Bell Laboratories and Western Electric.

The Bell System's response in 1975 to a disastrous fire that wrecked a major central office of the New York Telephone Company, one of the associated 23, provides an illustration of the unity of purpose with which these companies work together.

At 2 a.m. on February 27, only one hour after the fire started, Western Electric received its first emergency call from New York Telephone. Its switching center on the corner of Second Avenue and 13th Street, 11 stories of communications gear serving 12 exchanges, was burning out of control. It would continue to do so for another 15 hours. It was the single most concentrated service disaster in Bell System history. 170,000 telephones served by one central office were dead—more than in the entire state of Vermont.

WE began mobilizing immediately to move in and to install the tons of wire, cable, metal frames and switching equipment it would take to restore service to the 300 square blocks affected.

Our transportation and purchasing specialists began working around the clock to insure that needed equipment and supplies arrived at Second Avenue in the shortest possible time. Our plants worked extra shifts to meet the emergency and, because we are part of the Bell System, it was possible to divert shipments of equipment from other jobs. The unity of the System insured that the rerouted equipment would be compatible. Western Electric installers, trained to handle Bell System equipment in any location, were drawn in from other assignments.

With the smoke still drifting from the windows of the burned building, the first team of Western Electric experts began assessing the damage. They spent 14 hours on that job. Their report was not encouraging. Power equipment, the main distributing frame (the heart of a central office), cable shafts and ducts linking the various floors, and hundreds of feet of cables thicker than a man's arm were ruined; millions of smoke-coated relays and switches would have to be replaced or delicately cleaned.

While calls that normally would pass through Second Avenue were being rerouted through other Bell System facilities in the city, New York Telephone set a very tight schedule for return of service to the knocked-out phones. Under normal conditions a comparable job would have been scheduled for six months.

It was truly a team effort—the combined talents and resources of the nationwide system, Bell Laboratories, Western Electric, New York Telephone and AT&T accomplished the return of service in 23 days.

Western Electric is one of four major components that comprise the Bell System and is the largest single company in terms of employees. The other major components are the American Telephone & Telegraph Company, the 23 associated Bell telephone companies and Bell Laboratories.

Each of these four elements has a vital role in maintaining the Bell System, which includes 35 percent of the telephones in the world, all located in the contiguous 48 states of the United States.

AT&T, parent company of the Bell System and a majority stockholder in 21 of the 23 associated Bell telephone companies, provides overall direction, planning and coordination. AT&T's Long Lines Department controls and directs long-distance telephone service through a nationwide network of facilities.

The 23 associated Bell telephone companies provide communications services, including voice, data and television transmission, to some 100 million residential and business customers of the Bell System.

Bell Laboratories, owned 50 percent by AT&T and 50 percent by Western Electric, has three major functions: Research—seeking new knowledge in scientific fields relevant to communications; Development and design—which constitutes most of Bell Labs' work—encompassing engineering and design, and systems engineering necessary to provide the Bell System with new and improved components, equipment, services and systems; and Business Information Systems Programs—developing systems for use by operating telephone companies to handle increasing business information needs.

Western Electric takes the developments of Bell Laboratories and turns them into production-line reality, providing a uniform flow of telephone products from our 21 major manufacturing locations. We also purchase thousands of other items for the Bell telephone companies and Long Lines. Our mobile force of installers provides the skills necessary to install major units of switching equipment in Bell telephone company central offices.

Cable and Wire Products

The seven Western Electric locations that manufacture cable, wire and related products for the Bell System make more than 400 billion conductor feet of it per year—nearly enough to stretch from the earth to the sun!

Major products are exchange cable, the thick, multi-conductor cable used to connect telephone central offices with each other and with major business and residential centers; switchboard cable, the smaller multi-wired cable used within central offices; coaxial cable, used for television and carrier transmissions; and cords and wire for individual phones and smaller wiring applications.

Four major plants—in Atlanta, Baltimore, Buffalo and Phoenix—make up the Cable and Wire Division. WE also operates cable-making shops at its plants in Chicago, Omaha and Kearny, N.J., which produce a variety of other telecommunications products as well.

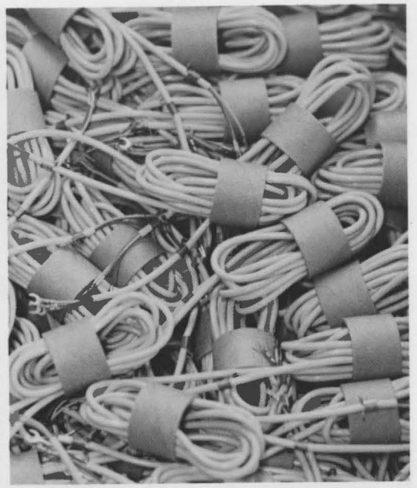
Phoenix holds the world's record for producing the most cable in a single year, more than 100 billion conductor feet of cable and wire. The Atlanta Works, the newest of WE's cable plants, has nearly 1.7 million square feet of floor space and is physically the largest cable facility under one roof. It includes a branch unit of Bell Laboratories to aid introduction of new developments.

A new development called dual insulation cable is expected to save $7 million a year in reduced consumption of petroleum-derived plastics, aluminum and steel. Essentially, instead of the solid plastic used to insulate wire conductors, it has an expanded foam insulation that has superior electrical properties and can do the same job with less material in a smaller space.

Top Left: This aluminum wire is used in the manufacture of aluminum cable. WE has been a leader in this development.

Bottom Left: These spools of copper wire being prepared for pulp insulating at Atlanta are moved on a cushion of air because of their weight. The wire will later be made into exchange pulp cable and used to connect central offices.

Center: Cable is stored and ready for shipment to Bell telephone companies from this reel yard near Atlanta.



Top Right: Telephone cords, used to connect telephones to baseboard outlets, are manufactured in Baltimore and Buffalo.

Bottom Right: A coil machine operator at Buffalo winds six-foot station cords onto steel mandrels, which will be sent through heat-treating ovens. A reverse twist when they're removed helps insure the permanent retractability of the cords.

Electronic Components

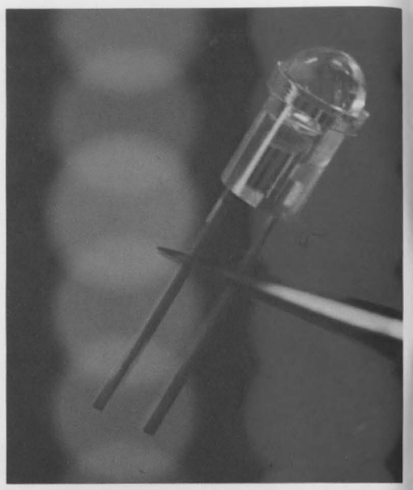
This division produces most of the sophisticated, delicate and often microscopic electronic devices used in great quantity in Bell telephone equipment, including integrated circuits, transistors, switches and relays, diodes, electron tubes and ocean-cable repeater components. Most of these elements are required by the company's other manufacturing divisions, which use them as "building blocks" in their products.

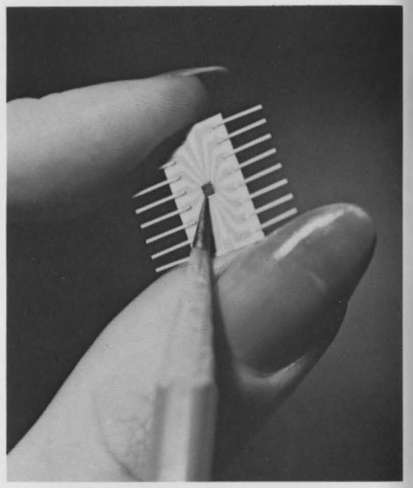
The division's three manufacturing locations are at Allentown, Pa., where Western Electric manufactured the world's first production transistors in 1951; at Reading, Pa., and at Kansas City, Mo. The divisional headquarters is in Newark, N.J.

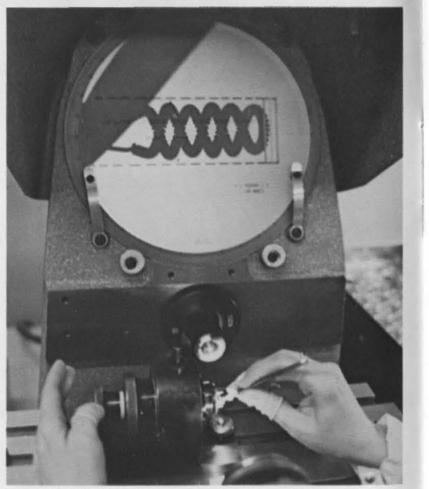
The newest electronic devices developed by Bell Laboratories are introduced into manufacture at Allentown and Reading. Branch units of Bell Laboratories at both locations work closely with Western Electric on initial production.

Reading makes a wide variety of linear integrated circuits, as well as undersea cable repeater components that must work perfectly for a minimum of 20 years on the ocean bottom. Allentown's production line spans a multitude of "new arts" devices, including digital integrated circuits.

Kansas City manufactures such devices as electron tubes, mercury relay switches and relays and voice-frequency repeaters. The plant has lately expanded its product line to include HINs—hybrid integrated networks. These plug-in networks are designed to replace electron tubes in existing equipment, making it possible to convert older systems in the field to achieve the advantages of solid state technology without replacing entire systems. The HINs last five to ten times longer than electron tubes and consume significantly less electrical power. They also require less air conditioning because they contain no heat-producing filament. HINs installed to date have resulted in power savings amounting to an estimated $150,000 annually for the Bell telephone companies.







Top Left: Light-emitting diodes are produced in Reading, Pa. The diodes will eventually replace conventional filament lamps because they are smaller, more reliable, and use less power.

Center Left: Integrated circuit chips like this one are manufactured in Allentown and Reading, Pa. Each contains dozens of transistors and other electronic components.

Bottom Left: At Kansas City, an operator aligns a planar triode vacuum tube heater. The visual projection on the screen magnifies the heater 20 times, enabling the operator to complete the precise adjustment. The planar triode tube is an important component used in microwave amplification.

Above: Sealed contacts, one of the basic components of the ultra-modern and ultra-fast electronic switching equipment, are inspected in Allentown.

Station Equipment

In telephone company "lingo," station equipment means telephones, switchboards, consoles and other switching apparatus located on the customer's premises. The division that manufactures this equipment for the Bell System is headquartered in Newark, N.J. Manufacturing facilities are at Denver, Indianapolis, Shreveport, Kearny, N.J. and the Montgomery Plant, located in Aurora, Ill.

The Indianapolis and Shreveport locations manufacture more than nine million telephones for the Bell System each year. A branch unit of Bell Laboratories and the Bell System's Model Telephone Shop, where new telephones are built and tested, are located in the Indianapolis Works. That location concentrates on Trimline® and Princess® and Design Line* telephones, while Shreveport makes general purpose phones, coin phones and consoles.

The Kearny Works makes key telephone systems, power equipment, test sets, ocean-cable repeaters and a wide variety of miscellaneous apparatus and equipment needed by the Bell System.

Montgomery makes the new Dataphone® data sets that allow computers and other business machines to exchange information.

The Denver Works is the first Western Electric location with overall responsibility for a product line—private branch exchanges (PBXs). These are customer premises switching units needed for offices, businesses and government agencies. At Denver, design, manufacture, product engineering and market research involving Bell Laboratories, AT&T and Western Electric are all housed under one roof for efficient introduction of new PBXs, employing both electro-mechanical and electronic technologies.

The newest of these is the Dimension* PBX. Its stored program control permits customer feature programs, along with self-diagnostic maintenance routines, to be entered in the PBX's memory tape. Adding or changing features, in most cases, is simply a matter of modifying the tape at the customer's premises. Similarly, self-diagnostic routines keep maintenance time to a minimum.

*Trademark of AT&T Co.

Top: The Celebrity, one of Western Electric's new Design Line* telephones, is assembled at Indianapolis. In 1975, WE made more than 9 million telephones.

Second: The 4A Speakerphone produced in Indianapolis has improved sound quality over earlier models and uses ten integrated circuits to eliminate the need for a separate wall-mounted control box.

Third: In our Montgomery facility we manufacture data sets. They allow computers and other business machines to "talk" to each other over regular telephone lines.

Bottom: The COM KEY 718, manufactured at Kearny, N.J., and Shreveport, is a new, modern, compact communications system developed for small business applications.

Above: A Dimension* PBX, WE's newest private branch exchange, undergoes testing at the Denver Works before being shipped to the customer for installation. This one went aboard AT&T Long Lines' undersea cable laying ship, *Long Lines.*

Switching Equipment

The complex switching apparatus used by the Bell System to interconnect large groups of customers and entire communities with the nationwide telephone network is manufactured at six principal locations: Lisle, Ill.; Oklahoma City; Dallas; Columbus, Ohio; Chicago; and Omaha, Neb. The division is headquartered in Chicago.

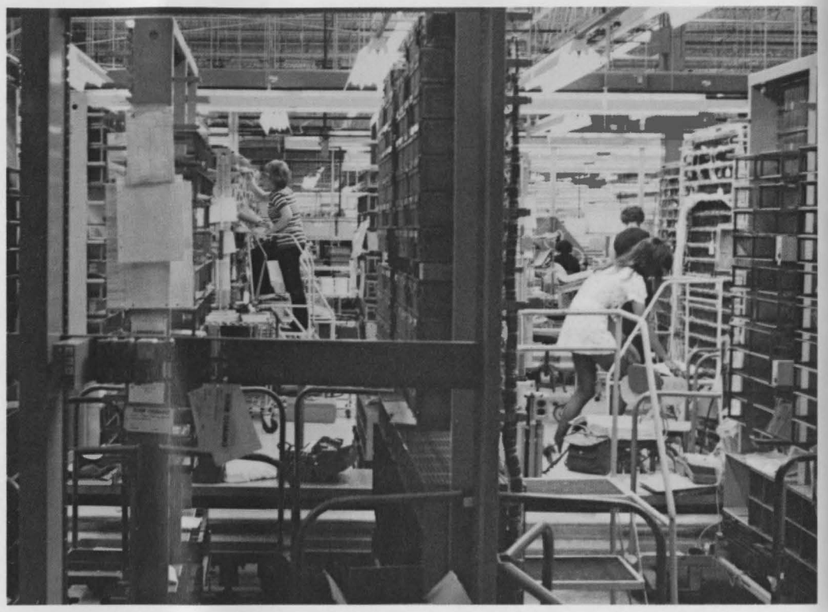
The most advanced electronic switching systems (ESS), which will switch the bulk of Bell System telephone calls, are introduced at the Northern Illinois Works at Lisle. Engineers there work closely with Bell Laboratories in nearby Naperville to bring new products from the drawing board to the production line.

ESS equipment and components are also manufactured at the Oklahoma City Works, the Dallas Plant and the Columbus Works. Electromechanical (crossbar) switching systems come from Oklahoma City, Columbus and Omaha. The Columbus Works includes a branch Bell Laboratories facility.

The Hawthorne Works in Chicago, Western Electric's oldest and largest facility, makes an enormous variety of switching equipment and components, from step-by-step switching systems to thin-film ESS circuits.

Our newest line of switching equipment includes pre-assembled ESS and crossbar switching offices that come in their own transportable housings. These modular switching systems can be trucked to a site and placed in service twice as quickly as a conventional central office.

Increasingly sophisticated systems are being developed to automate maintenance and administrative functions that formerly required teams of workers. An example is the Switching Control Center, which constantly monitors up to 16 unattended electronic switching offices and alerts a craftsman at a central location with details of any trouble. Potential annual savings to the Bell System from such systems may reach $300 million by 1982.



Top: The No. 1 Electronic Switching System (ESS) is manufactured in Dallas. It is designed for big city central offices serving up to 130,000 telephones.

Bottom Left: Frames for the new No. 4 ESS are being wired in Lisle, Ill. The No. 4 ESS's ability to process 550,000 toll calls per hour will mean fewer switching offices to meet the increasing toll call needs in large metropolitan areas.

Bottom Right: The No. 5A Crossbar, a modular telephone switching office, is built, tested, and packaged for delivery in Columbus, Ohio. Its modularity cuts installation and testing time substantially at the site of the new central office.

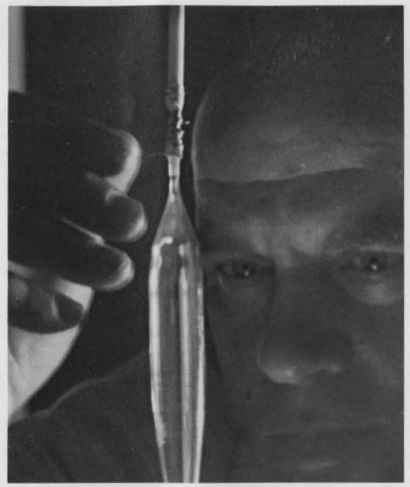
Transmission Equipment

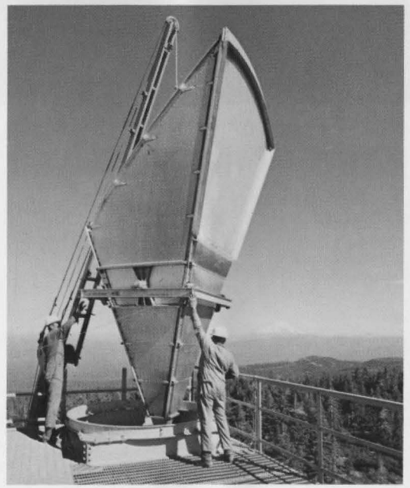
In telephonics, the word "transmission" generally means carrying bundles of telephone conversations, data and television signals between locations. The division responsible for providing most of the Bell System's transmission equipment is headquartered in Boston. There are three manufacturing locations: the Merrimack Valley Works, N. Andover, Mass.; the North Carolina Works (in Burlington and Winston-Salem); and the Richmond (Va.) Plant.

Merrimack Valley, which includes a branch Bell Laboratories facility that collaborates in the development of new transmission devices, makes a variety of products from huge transmission bays to tiny hybrid integrated circuits. It is a leader in the production of cultured quartz, used for filters and oscillators. One of its new products is capable of transmitting as many as 108,000 voices at once over a single 3½-inch coaxial cable.

The North Carolina Works, which also has a branch Bell Laboratories facility, makes a variety of voice-frequency transmission devices. It pioneered the development of printed circuitry for the Bell System. This work has now been shifted to the company's newest plant near Richmond, devoted to the manufacture of rigid, flexible and multi-layered printed circuit products and other interconnecting devices.

Multiplexing is a system for transmitting several messages over the same channel. Our new LMX-3 multiplex system bundles together up to 600 circuits for transmission over microwave radio or cable. It is about one-third the size of its predecessor system and will offer telephone companies the opportunity to increase their transmission capacity without expanding their central offices. LMX-3 is expected to save over $30 million dollars in 1977 alone.





Top Left: A new, man-made crystal, lithium tantalate, is grown at WE's Merrimack Valley facility north of Boston as the first practical alternative to quartz for use in communications transmission equipment.

Top Right: Slabs of cultured quartz crystals are removed from an autoclave following a three-week growing process in an environment of high temperature and pressure.

Bottom Left: WE-made TD-3A microwave equipment, produced in Kansas City, overlooks mile-high Bear Spring Ridge in Northern California.

Bottom Right: A WE engineer works on the development of the cost- and material-saving additive process used in manufacturing circuit boards.

Above: In 1956 Merrimack Valley produced the first synthetically grown quartz in the world. This process insures a steady and economical domestic supply of consistently high quality for use in a variety of equipment throughout the Bell System.

WHERE WE WORK

- ★ GENERAL HEADQUARTERS
- ■ MANUFACTURING LOCATIONS
- ▲ SERVICE CENTERS
- △ DISTRIBUTION CENTERS
- ★ MATERIAL MANAGEMENT CENTERS
- ● INSTALLATION AREA OFFICES
- ○ REGION HEADQUARTERS
- * SUBSIDIARIES
- □ ENGINEERING RESEARCH CENTER
- CORPORATE EDUCATION CENTER
- ⊙ BELL SYSTEM TRAINING CENTER
- ◈ COMMUNICATIONS PRODUCTS CENTER
- ☆ GUILFORD CENTER
  CORPORATE ADMINISTRATION
  GOVERNMENT SYSTEMS

Western Electric

PRINCIPAL LOCATIONS

Engineering

This division has the responsibility to provide leadership in stimulating research and development in all fields of engineering activity related to manufacture, equipment engineering, distribution, installation and repair of products. A primary concern is insuring that the company meets its overall objectives concerning the development and future application of new and improved technology in carrying out these activities.

Other responsibilities include: collaboration in preparing plans for acquiring, leasing and developing Manufacturing and Bell Sales Divisions facilities, allocating engineering responsibility for all aspects of products furnished to the Bell System; and designating the location for product manufacture.

It also reviews the Bell Laboratories budget and individual proposals by Bell Laboratories for developing new Bell System equipment. It has responsibility to determine, in consultation with other interested organizations, whether the company should manufacture or purchase such items. And it monitors company-wide cost reductions, which have exceeded $198 million on an annual basis.

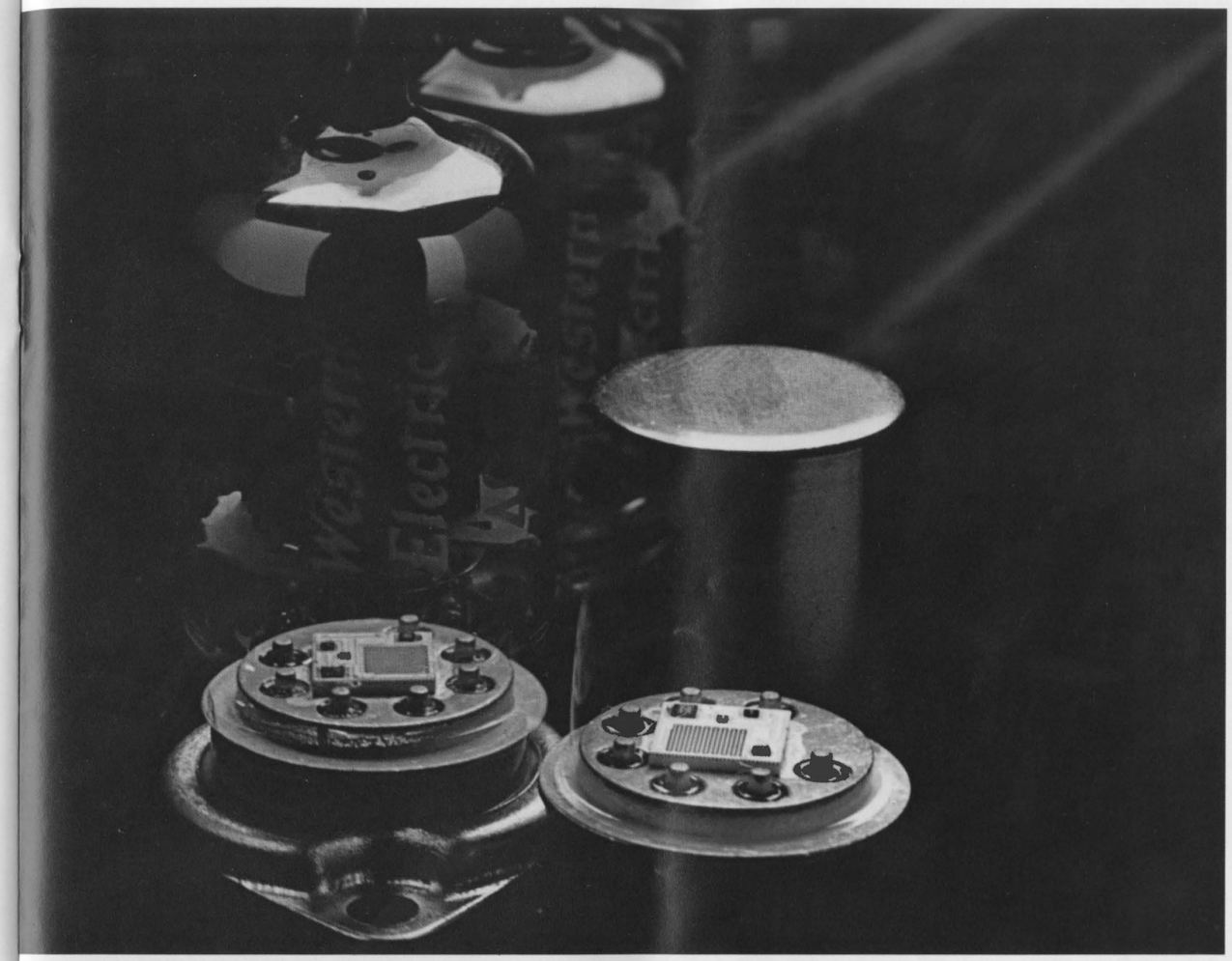
The division established the Engineering Research Center near Princeton, N.J. in 1958 to spur development of new, more efficient and economical manufacturing processes. Innovations that have come from this unusual facility include various industrial applications of the laser and the development of sensing systems so acute that they can detect minute abnormalities in materials such as ceramics by the sounds they emit during processing.

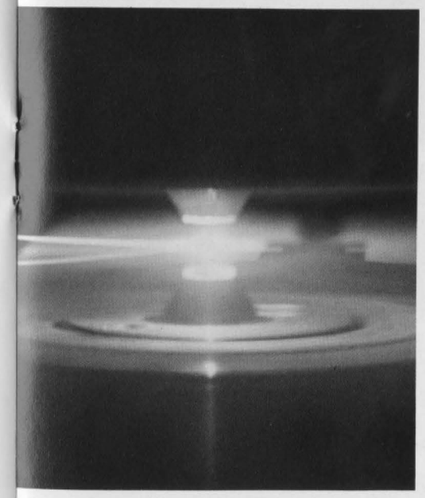
Many current engineering advances are in the area of computer software. For instance, NEBS, the New Equipment Building System, is a set of engineering standards that more closely relate the design of new telephone buildings to the equipment they are to house. Capital savings of $68 million in 1985 are estimated.

Top: Substitution of a HIN (hybrid integrated network) device for an electron tube is depicted here. The picture suggests the simplicity of the substitution in existing telephone equipment. The HIN, fitted with a tall cover can for ease of handling, plugs into the socket left vacant by the replaced electron tube.

Bottom Left: A laser is used in Allentown, Pa. in a high-speed, computer-controlled system to contour-saw ceramic substrates for microwave integrated circuits.

Bottom Right: A large solid-state amplifier undergoes final test at Merrimack Valley. The amplifier is used in the high-capacity coaxial cable system now in service between St. Louis and Pittsburgh.





Bell Sales

The Bell Sales Divisions (East and West) are the Company's primary contact with the Bell telephone operating companies. These divisions have the primary service responsibility.

The divisions are divided geographically into a total of seven regions with regional headquarters in Newark, N.J.; Cockeysville, Maryland; Atlanta, Georgia; Rolling Meadows, Illinois; Ballwin, Missouri; Aurora, Colorado; and Sunnyvale, California.

On a day-to-day basis, the Service Consulting organizations in each of the regions provide the Bell telephone companies with technical information and assistance in dealing with questions they may have concerning any of our products or services. Each service consultant is an expert in a particular product line or service group. The consultant also acts as a conduit to communicate back to WE the requirements of the Bell telephone companies for fulfilling the public's future needs for service.

The Material and Account Management Division, Bell Sales East and Bell Sales West report to the executive vice president Bell Sales. Material and Account Management and the Bell Sales functions of Systems Equipment Engineering, Installation, Repair and Warehousing are described on the following pages.

Top: A WE sales consultant discusses customer premises equipment needs with a Southwestern Bell engineering manager.

Bottom: A Service Consulting exhibit staged for New York Telephone in Albany by WE's Northeastern Region shows the company's products and services to advantage.

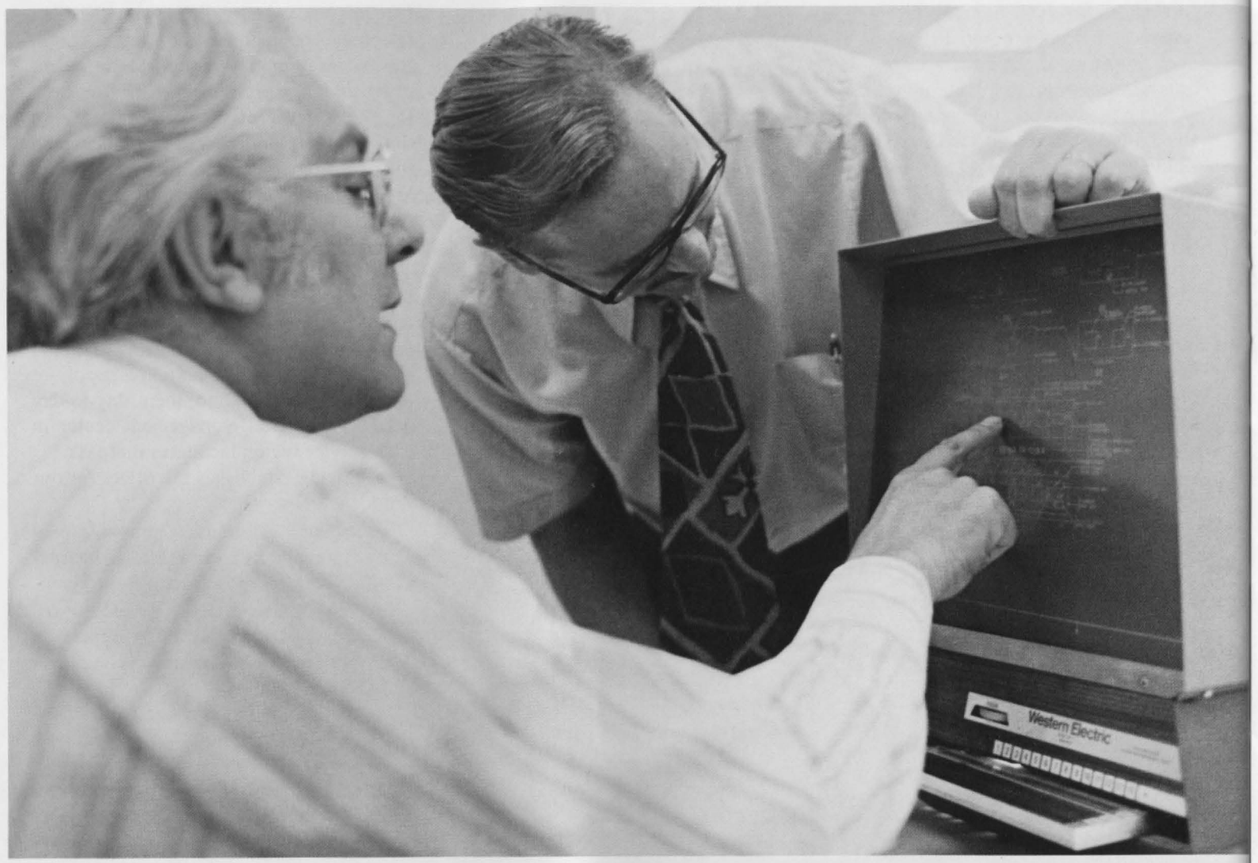
Material and Account Management

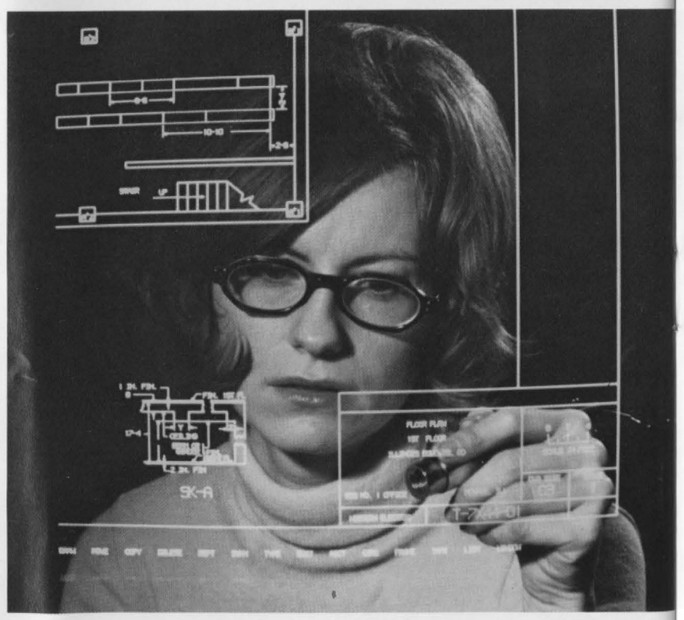
One of our primary links with the Bell telephone companies and Long Lines, the Material and Account Management organization is responsible for forecasting WE's level of production to insure that products and services are delivered to the customer as smoothly and promptly as possible. The division also sets prices for the company's products.

Principal organizations in the division are:

- Material Planning and Merchandise forecasts the demand of the Bell telephone companies for our products, places orders on our factories and controls national stock so that we can maintain a supply of material to respond to their day-to-day needs. A material management center in each service region facilitates that task.
- Pricing establishes the prices for our products and services.
- Product Information prepares brochures, handbooks and subscriber instruction booklets on the company's products.
- Long Lines Service is devoted to coordinating and directing our response to AT&T's needs for long-distance equipment and services.
- Contracting administers and interprets our standard supply contracts with all of the Bell telephone companies.

These contracts obligate Western Electric to make, buy, store, repair and salvage telephone equipment and supplies according to the reasonable requirements of the Bell telephone companies. They do not, however, obligate the Bell telephone companies to buy from WE.





Top: Systems equipment engineers at the Northeastern Region Headquarters in Newark, N.J., help in designing or expanding Bell System central offices and transmission systems. Each of seven regions has systems equipment engineers who perform this function for the local Bell companies.

Bottom: At the Central Region Headquarters in Rolling Meadows, Ill., a draftswoman uses a computer graphics machine to prepare telephone central office plans.

Systems Equipment Engineering

In seven regional centers around the country, the company has several thousand engineers, draftsmen and specification detailers whose responsibility is to tailor each major order for Western Electric equipment to meet the exact needs and conditions of the Bell telephone company or Long Lines unit that ordered it.

Systems equipment engineers are considered the "architects of the network." Assuring that new equipment is compatible with the existing network is an essential part of their job.

The systems equipment engineer determines the equipment needed to fulfill the telephone company's requirements or handle a particular service problem. Before the equipment is ordered from a Western Electric plant or an outside manufacturer, exact specifications for cable and power equipment must also be prepared and blue-printed, so our manufacturing people can make the components and our installers can connect it smoothly and quickly into the network.

These engineers encounter few jobs that are alike because most telephone company central offices differ in size and configuration, and all have to mesh smoothly into the nationwide telephone network.

Systems Equipment Engineering handles about 50,000 jobs a year for the Bell companies, in the process writing the job specifications on some 250,000 orders to our plants. When the installations are fully completed, the organization maintains the official circuitry records so future alterations and additions can be made easily.

Top and Bottom Left: Warehousing facilities like this one at the Ballwin, Mo. service center are part of a nation-wide network of some 50 service centers and other warehousing locations through which Western Electric can quickly supply the Bell telephone companies.

Bottom Right: In the foreground is part of the modern fleet of specialized material-handling vehicles used at the company's material management center, located near Council Bluffs, Iowa. Western Electric has a material management center in each region to help speed major installation projects and to provide back-up stocks for the local warehouses.

Warehousing

The standard supply contracts that Western Electric has had with the Bell telephone companies for more than 70 years stipulate that our company "shall exercise due diligence in maintaining at all times a reasonable stock of materials" to meet their needs.

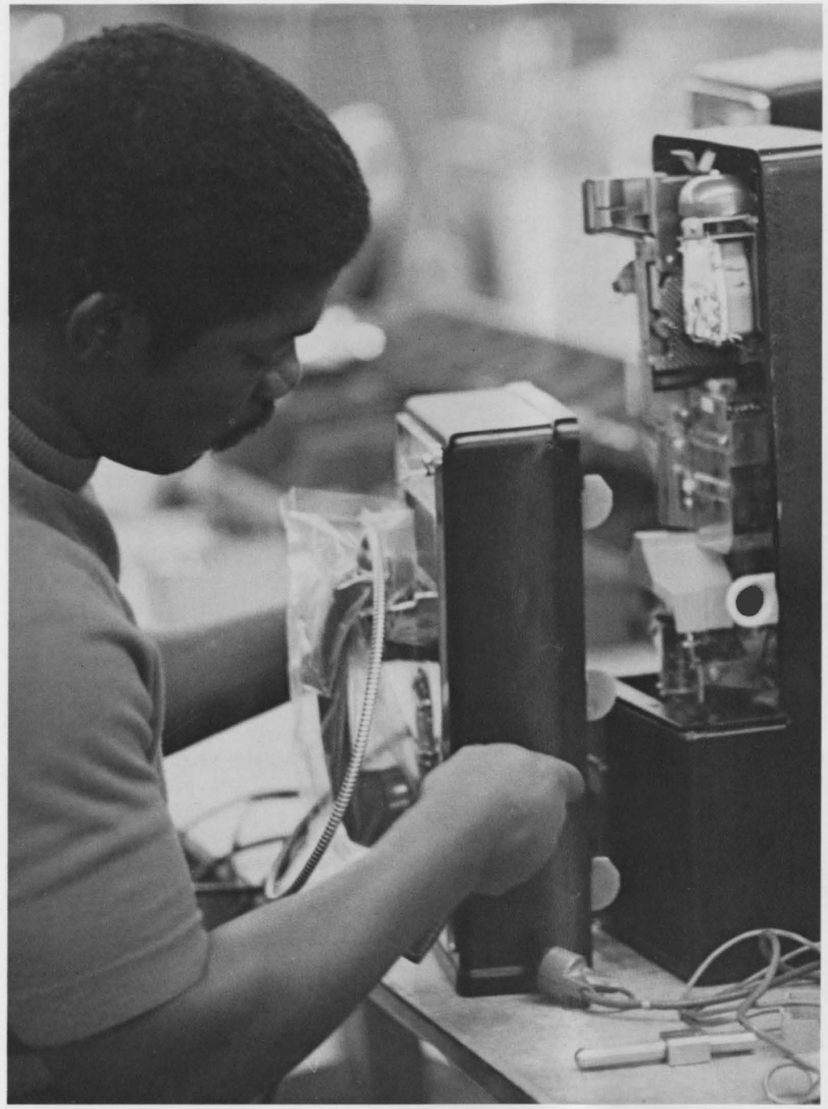
Western's nationwide supply and distribution system means savings to the 23 Bell System operating companies in inventory and investment costs.

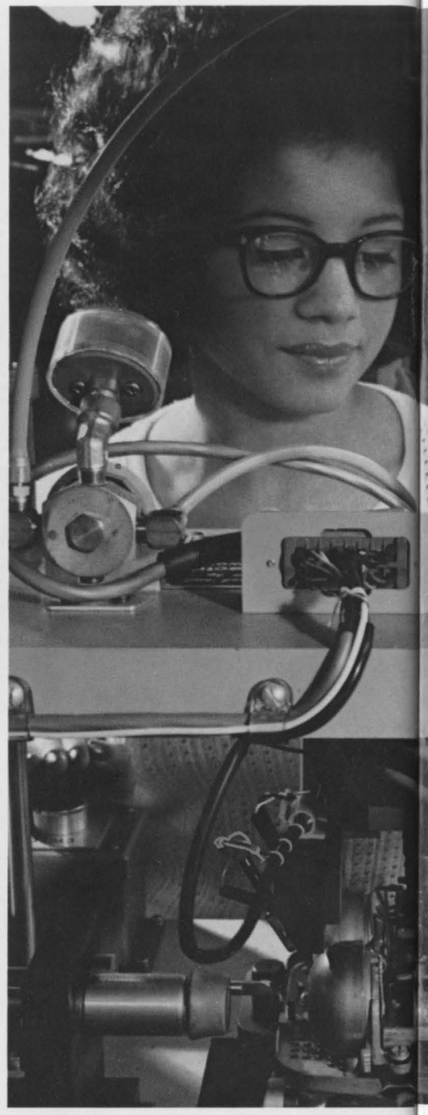
To insure that these materials, which range from telephone poles and cable to paper clips and ballpoint pens, are available quickly and in sufficient quantity, the company operates some 50 facilities in all parts of the country.

Large facilities called service centers combine both warehousing and repair functions under one roof. Distribution centers are smaller warehouse satellites which shorten delivery time. Material management centers, a recent innovation, are designed to hold back-up stocks to minimize our shipping costs between widely separated areas, as well as hold emergency supplies for disaster situations and act as marshalling points for equipment slated for central-office installations.

A typical service center stocks 16,000 different kinds of items needed in the daily operation of the Bell telephone companies, with distribution centers maintaining about one quarter as much. One example of a service center's inventory is an average of 25,000 telephones in 640 varieties. The largest units—the material management centers—have as much as 650,000 square feet of warehousing space—equal to about 15 football fields.

Stock levels are adjusted to variation in demand, seasonal requirements, availability of material and length of time needed to replenish the stock. Most orders are shipped out within 24 hours of the time they are ordered by a telephone company.





Left: Employee at the Miami Service Center tests a coin collector on a pay phone. Western Electric reconditions more than 28 million telephones each year.

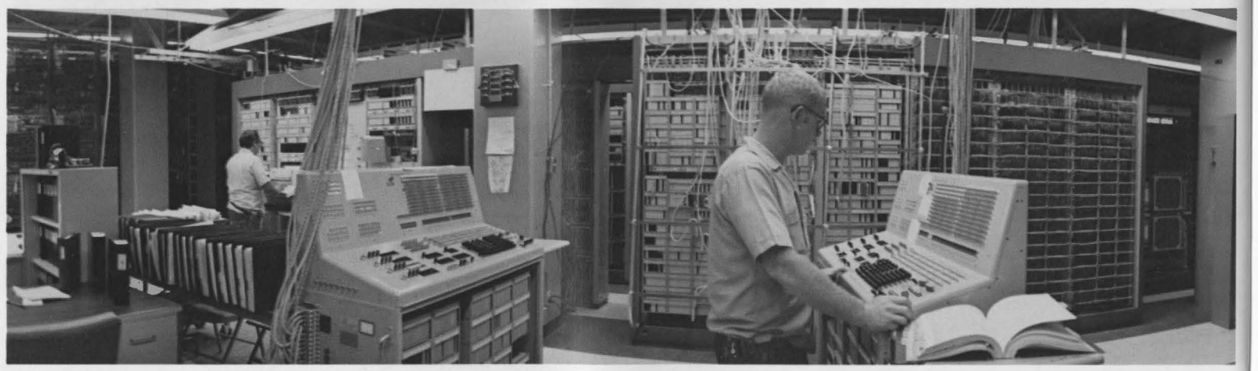
Right: An employee at the Communications Products Center in New York operates the pre-analyzer machine which detects and pinpoints defects in telephone sets returned to WE for refurbishing by the Bell telephone companies.

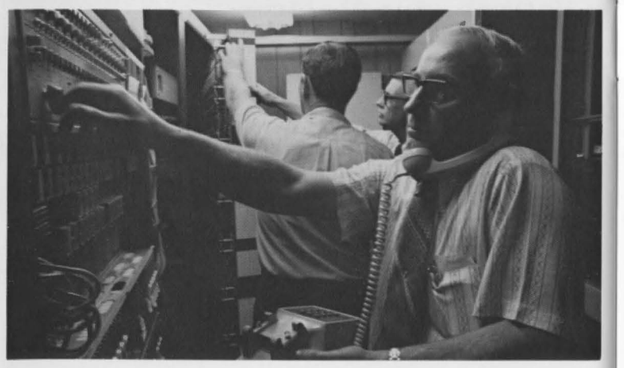
Repair

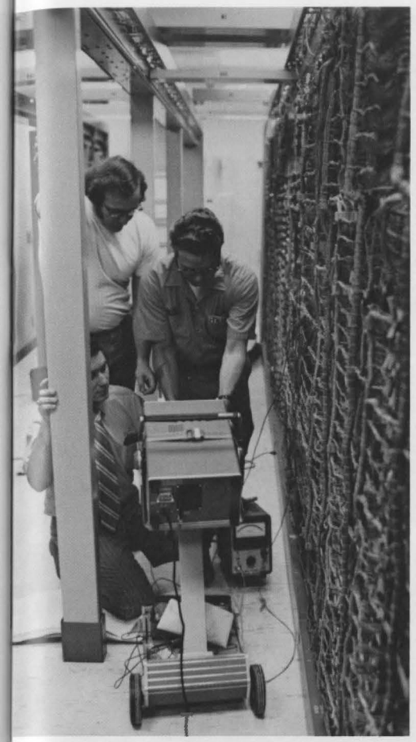
Western Electric is also obligated, under its supply contracts with the Bell telephone companies, to "make such repairs to returned materials as the telephone company may reasonably require." In 1975, we reconditioned about 28 million telephones to look and perform like new.

Our company reconditions two to three times as many phones each year as we manufacture. Key service, carrier and teletypewriter units are also reconditioned in large quantities. Our repair shops are in fact a nationwide network of recycling operations geared to keeping telephone rates down through conservation and reuse of resources.

About 11,000 employees at 31 service centers and at our Communications Products Center in New York City perform repair and refurbishing tasks on telephone equipment valued at more than $800 million per year. If the equipment is so service-worn as to be unrepairable, it is scrapped by the service center and all salvageable metals—such as gold, silver, copper and zinc—are sold, with the proceeds credited to the telephone company. Nassau Recycle Corporation, our subsidiary, reclaims nearly one-third of our company's yearly copper requirements from old cable and other equipment salvaged by the telephone companies. Recently our service centers began recycling plastic from old telephone sets. Many other recycling practices are long-established in the company.







Top Left: WE personnel install the first of a new frame system called Cosmic-Cosmos at the Beverly Hills, Calif., central office. The new system helps maintain order in the maze of wires coming into a central office and helps the telephone companies realize savings in both wiring and clerical costs.

Top Right: Installers cut over a No. 2A Electronic Switching System in a central office in Sun Valley, Nevada. The 2A, designed to serve small towns, can handle from 2,000 to 15,000 lines.

Center: WE personnel check the operation of equipment at this 4A Crossbar office in Gardena, Calif.

Bottom: WE craftsmen install the first 812A PBX (private branch exchange) at a bank in Gulfport, Miss. The flexible 812A PBX is designed to serve customers having under 2,000 lines.

Installation

Our company maintains a skilled, mobile force of more than 17,000 men and women who are normally assigned to Bell telephone company premises to install major items of telephone equipment, particularly switching units in telephone central offices. The force is supplemented by 2,800 clerical and support people who work at district and area installation offices and field operating centers.

Installation performs some 140,000 separate jobs each year for the Bell telephone companies. They range in size from one-man tasks like installing several long-distance dialing units in a central office to 60- and 70-man projects requiring up to 18 months to complete, such as wiring and placing in operation a large toll-switching system, including the complex equipment to guide long-distance traffic.

A growing proportion of these jobs involves installing the ultra-modern electronic switching systems, which will make possible an impressive array of new services at the telephone user's fingertips. WE installers also put in crossbar, step-by-step and manual switching systems, private branch exchanges (PBXs), toll carrier and radio transmission units. About ten percent of the work is performed for the Long Lines Department of AT&T, and the rest for the Bell telephone companies. The organization maintains some 36 field operating centers to back up installation forces with necessary materials, test sets and other supplies.

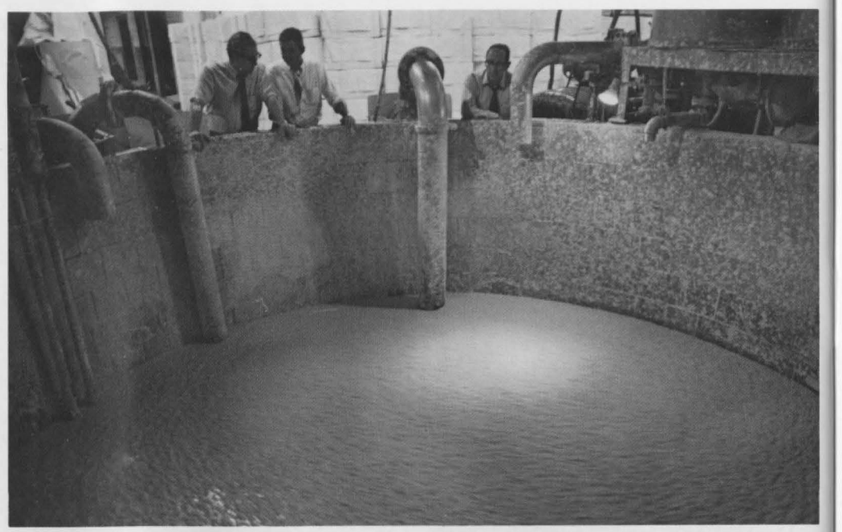
Purchasing and Transportation

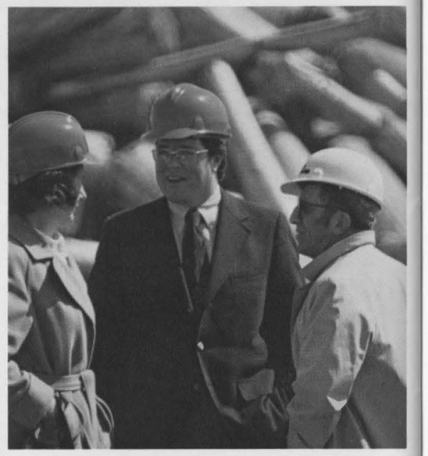
As one of the nation's largest manufacturers and as principal supplier to the Bell System, Western Electric now spends close to $3 billion each year to purchase raw materials, products and services for itself and for the Bell telephone companies. By making bulk purchases of standard items, the company enables the Bell System to save millions of dollars in costs each year.

Some 50,000 different firms across the country help supply the Bell System. Some 90 percent of them are small businesses. The company has programs to increase procurement activity with minority suppliers and businesses that employ handicapped workers. Purchases from such firms have increased steadily each year.

One of the vital services required by Western Electric is transportation—hauling raw materials, parts and finished products to and from some 100 company locations around the country. These are subsequently disbursed through our service, distribution and material management centers to the Bell telephone companies. Our company engages some 4,200 transportation firms each year for this purpose.

Headquarters for the division is at the Guilford Center in Greensboro, N.C. Other major organizations in the division are Purchased Products Engineering and Purchased Products Inspection, which maintains the company's own testing laboratories. These units are responsible for the engineering and inspection of purchased products to insure the quality of items ordered for WE and the telephone companies.





Top: Checking to insure quality, representatives from Purchased Products Inspection watch as pulp for telephone directories is processed in a 30,000-gallon vat at a paper supplier.

Left Center: A WE buyer and the vice president of one of the company's many minority suppliers discuss various fabricated metal products that the supplier makes for WE.

Right Center: Two WE buyers discuss the purchase of wood with a supplier. WE buys nearly 300,000 tons of paper annually for use in telephone directories and Yellow Pages issued by Bell telephone companies.

Bottom: WE inspectors check inside a microwave antenna at a supplier's plant in Chula Vista, Calif. WE makes and buys microwave equipment for the Bell System for use in relaying long distance communications from coast-to-coast and border-to-border.

Government and Foreign Systems and Commercial Operations

This organization has responsibility for all sales other than to the Bell System. This includes sales of products and services to the U.S. Government, independent telephone companies, and to foreign governments that are establishing or have established their own national communications systems.

The organization, headquartered in Winston-Salem, N.C., sells communications equipment and associated services which common carriers are precluded from providing. It also undertakes special projects based on the application of technology developed in connection with our communications business.

Since World War I, the U.S. Government has frequently asked Western Electric to make available its electronics and communications expertise for projects of national importance such as the space programs and various defense systems.

Western Electric's earliest government project came in 1917 after we demonstrated the feasibility of air-to-ground radio communications and began producing aircraft radios for the Army Air Corps, utilizing the world's first mass-produced vacuum tubes.

A notable contribution during World War II, besides the thousands of field telephones, gun directors, fire control systems and miles of cables we supplied to the Armed Services, was our production of more than half of the American radar sets and the furnishing of a force of field engineers to teach U.S. forces around the world how to operate and maintain them.

Since that time, Western Electric, on behalf of the U.S. Government, has been extensively involved in world-wide communications projects. For example, initial systems engineering assistance was provided in support of the world-wide AUTOVON network. This assistance involved studies of global communications needs and included the integration of satellite communications, development of transmission criteria, traffic analysis, routing studies and serviceability assessments.

The National Aeronautics and Space Administration (NASA) designated Western Electric as prime contractor to implement the surface tracking and communications system in support of Project Mercury, the first U.S. program for a manned orbital space flight. Western Electric headed the industrial team that designed and built the 18-station tracking and communications network, which also served as the basis of communications for the Gemini and Apollo space programs.

Near the end of World War II, Western Electric and Bell Laboratories were asked by the government to develop an anti-aircraft defense, resulting first in the Nike Ajax and later the Nike Hercules ground-to-air missile systems. In the 1960's and 1970's, Western Electric acted as prime contractor in the SAFEGUARD System for defense against intercontinental ballistic missiles.

During the 1950's, our company was asked by the government to manage the construction of the Distant Early Warning (DEW) Line radar defense network stretching across the Arctic wastes from Iceland to the Aleutians, and thereafter the "White Alice" communications network tying together U.S. air defense facilities in Alaska. These projects were followed by the Semi-Automatic Ground Environment (SAGE) system, a computerized air defense network to help protect the continental United States and southern Canada, and the Ballistic Missile Early Warning System (BMEWS), designed to detect, track and warn of missile attacks via the polar ice cap.

Western Electric, supported by Bell Laboratories, is currently working with the U.S. Navy on a systems engineering study designed to determine the Navy's future telecommunications needs.

Western Electric has provided turnkey facilities in many foreign countries for various U.S. Government agencies. In all cases, Western Electric has used the resources of the Bell System, thus insuring the assignment of highly qualified telecommunications experts to each project.

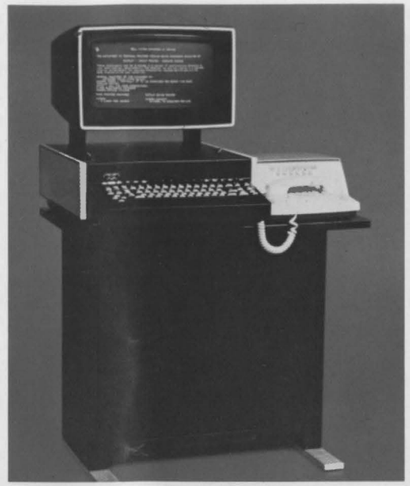
About Our Subsidiaries

Western Electric has three principal subsidiaries, plus Bell Laboratories, which it owns jointly with AT&T. The three others are: Teletype Corporation, Nassau Recycle Corporation, and the Sandia Corporation.

Teletype, which became a subsidiary of Western Electric in 1930, manufactures teletypewriter equipment for the Bell System and other companies, the U.S. government, news and wire services, and for use in computer systems. Its 4,300 employees work in plants in Skokie, Ill., or Little Rock, Ark., and in a nationwide network of service centers.

Sandia has been operated for the Atomic Energy Commission (now Energy Research and Development Administration) by Western Electric since 1949, under a no-profit, no-fee contract. Its 6,400 technical and administrative personnel work either at Sandia Laboratories in Albuquerque, N.M., or Livermore, Calif. Research and development of nuclear ordnance is the primary responsibility of the labs, although R&D is conducted on energy projects and various other programs of national interest.

Nassau Recycle Corporation became part of the Western Electric family in 1931. Its 700 employees work on Staten Island, New York or in Gaston, South Carolina. The company's principal activity is the reclamation of non-ferrous metals such as copper and zinc from scrap returned to it from Western Electric and other Bell System companies. Nassau Recycle provides Western with about one-third of the copper we use in our manufacturing activities.



Top Left: The Teletype® Model 40 system manufactured by the Teletype Corporation is designed to deliver maximum efficiency for entering, displaying, editing, printing, storing, sending and receiving data in communications systems.

Top Right: Copper reclamation is one of the major responsibilities of the Nassau Recycle Corporation, a wholly-owned subsidiary of Western Electric. Molten copper, having come from the melting and holding furnaces, is directed into the mold of the casting machine.

Bottom: A scientist at Sandia Corporation checks an ion plating process. This process blasts the surface to be plated free of contaminants and simultaneously roughens it. The ultra-clean surface can then be plated with a stream of metallic ions deposited by the same device.

"Western Electric's fundamental purpose is to help the Bell Telephone companies provide the finest communications service in the world at reasonable cost."

Western Electric

We're part of the Bell System.
We make things that bring people closer.

An Equal Opportunity Company

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