

The original documents are located in Box 41, folder “Ford, Steven - Events - Bicentennial Trail Ride, 6/14-17/76” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Gerald Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact 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.

Arriving Sat Noon
arrive around 1:00
at ranch
agent - Tom McCarthy
714/243-5640

Steve Ford -

Casey Tibbs is Director of of Western Activities at San Diego Country Estates, a 3200 acre resort community about 38 miles northeast of San Diego (near Romona, California)

714-789-2505
X324
234

Steve had corresponded with Casey Times indicating his interest in learning more about rodeo, especially bronc riding.

(Casey Tibbs is a two-time world champion all around cowboy, holds six bronc-riding world championships)

~~Saxxxx~~ Steve will spend about 4 days with Casey, arriving Saturday about noontime

Begins with an afternoon with a Casey Tibbs Bicentennial Trail Ride -- overnight ride with about 40 riders into the Cleveland National Forest which surrounds resort property -- riders will recreate -- going along the trail of some of the early Spanish ~~xxx~~ settlers (San Vicente Valley) -- one of the original Pony Express Routes about 30 miles into Cleveland National R Forest -- coming back Sunday afternoon -- camping out in area. Steve will be the "trail boss"

Two actors going along -- Slim Pickens and Ben Johnson

The rest of the time will be spent with Casey Tibbs ~~in xx~~ on the resort doing normal ranching-type things -- working cattle, nothing that is not done in ordinary ranching operations.

Press contacted

National Magazines -- Time (getting photos from wire services)
Newsweek, U.S. News & World Report,
Global and Sygma - National Photo Services
National networks

Wire services through L.A. bureau chiefs: UPI - Schielbeck
AP Steve Pyle

Parade Magazine (photographer)
San Diego Union & Tribune
three local TV stations

home 714-789-2505

Stuart Zimmille 213/274-0851
Laurence Laurie Associates Inc
8899 Beverly Blvd
LA 90048

Ranch 213/474-2938



LAURENCE LAURIE & ASSOCIATES, INC.



PUBLIC RELATIONS COUNSEL

June 12, 1975

Ms. Fran Paris
Mrs. Ford's Press Office
THE WHITE HOUSE
Washington, D.C.

Dear Fran,

Enclosed please find a copy of our release concerning Steve Ford's visit with Casey Tibbs at San Diego Country Estates. Should you need any additional information, please contact me at the office or at my home.

Thank you very much for your help and cooperation.

Sincerely,


Stuart A. Zanville





FOR IMMEDIATE RELEASE
Mailed June 3, 1975

PRESIDENT'S SON TO TAKE RODEO LESSONS,
LEAD TRAIL RIDE AT SAN DIEGO COUNTRY ESTATES

SAN DIEGO COUNTRY ESTATES -- Steve Ford, youngest son of President and Mrs. Gerald R. Ford, will take rodeo lessons from all-time great Casey Tibbs and lead a Bicentennial Trail Ride during a four-day visit to this resort community near San Diego.

Ford will arrive at San Diego Country Estates on Saturday, June 14, and plans to remain through June 17. He will be staying in one of the guest villas at the Resort, where on Saturday afternoon he will be Trail Boss on the Casey Tibbs Bicentennial Trail Ride. The overnight ride will leave from the Western Equestrian Center at the Estates, heading into the adjacent Cleveland National Forest.

Young Ford will also be working with Tibbs on steer wrestling, bronc busting and calf roping on Saturday.

Tibbs, Director of Western Activities at San Diego Country Estates, was a two-time all-around world champion cowboy and won nine individual Rodeo Cowboy Association titles.

The President's son, who turned 19 last month, says he is anxious to learn as much as he can from Casey, remembered by most as the greatest bronc buster of them all.

-more-

Ford has an extensive background in riding and outdoor activities. For the past seven months he has been learning about ranching while working as a hand on the Lolo Trail Ranch near Missoula, Montana.

During the trail ride, Ford and Tibbs will guide thirty mounted horsemen along an old Pony Express Trail through the historic San Vicente Valley where nearly 200 years ago adventurous caballeros first broke the trail west.

Following the ride, Ford will devote the balance of his stay with Tibbs to learning various aspects of rodeo and ranch activities. He will also view morning thoroughbred workouts at the Estate's International Equestrian Center and watch English hunters and jumpers in training.

He will then return to Montana for the summer.

Ford is one of four children in the President's family, and is the youngest of the three boys. The oldest son, 24-year-old Mike, is a divinity student. Jack is a 23-year-old forestry student in Utah, while 17-year-old Susan recently graduated from high school in Washington, D.C.

San Diego Country Estates is one of the nation's most successful resort communities and is located 38 miles northeast of San Diego near Ramona.

* * *

213/479-2938

Tom McCarthy

about 4 days

arriv Sat noon time

Stuart Zamville
San Diego
714-789-2505

Schedule - 7 2 road lesson
Casey Tikh

2-time ~~attendant~~ wald Chaper
all around cowling
holds 6-bronc riding wald
chumpashys

Casey - 92 western Acton
Sandring Estate
3200 acre resort comm
38 mi NE of San Diego
near Roman Calif

Steve of CT
- road of - bronc
riding

Sat Jan - Trail Boss
overnight about 30 mi
into Nat Forest back
Sun afternoon in
combin

Casey T Bicenter Trail Ride
overnight ride of
40 miles in Cleveland
Natio Forest / surround resort
property - rider T

Spanish Settlement -
San Vicente Valley
2 Pony Express Routes

release
June
but only
propose to select



LAURENCE LAURIE & ASSOCIATES, INC.



PUBLIC RELATIONS COUNSEL

June 12, 1975

Ms. Fran Paris
Mrs. Ford's Press Office
THE WHITE HOUSE
Washington, D.C.

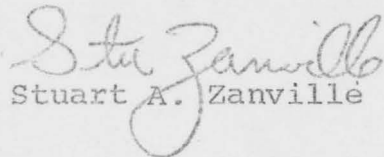


Dear Fran,

Enclosed please find a copy of our release concerning Steve Ford's visit with Casey Tibbs at San Diego Country Estates. Should you need any additional information, please contact me at the office or at my home.

Thank you very much for your help and cooperation.

Sincerely,


Stuart A. Zanville

NEWS
RELEASE

LAWRENCE LAURIE & ASSOCIATES, INC.
8899 BEVERLY BOULEVARD, LOS ANGELES, CALIFORNIA 90048
AREA CODE 213 / BR 2-2783 CR 4-0851

NEW YORK OFFICE
551 FIFTH AVENUE
NEW YORK, N.Y. 10017
SUITE 900
PHONE: 212-986-7278

FOR IMMEDIATE RELEASE
Mailed June 3, 1975

PRESIDENT'S SON TO TAKE RODEO LESSONS,
LEAD TRAIL RIDE AT SAN DIEGO COUNTRY ESTATES

SAN DIEGO COUNTRY ESTATES -- Steve Ford, youngest son of President and Mrs. Gerald R. Ford, will take rodeo lessons from all-time great Casey Tibbs and lead a Bicentennial Trail Ride during a four-day visit to this resort community near San Diego.

Ford will arrive at San Diego Country Estates on Saturday, June 14, and plans to remain through June 17. He will be staying in one of the guest villas at the Resort, where on Saturday afternoon he will be Trail Boss on the Casey Tibbs Bicentennial Trail Ride. The overnight ride will leave from the Western Equestrian Center at the Estates, heading into the adjacent Cleveland National Forest.

Young Ford will also be working with Tibbs on steer wrestling, bronc busting and calf roping on Saturday.

Tibbs, Director of Western Activities at San Diego Country Estates, was a two-time all-around world champion cowboy and won nine individual Rodeo Cowboy Association titles.

The President's son, who turned 19 last month, says he is anxious to learn as much as he can from Casey, remembered by most as the greatest bronc buster of them all.

-more-



Ford has an extensive background in riding and outdoor activities. For the past seven months he has been learning about ranching while working as a hand on the Lolo Trail Ranch near Missoula, Montana.

During the trail ride, Ford and Tibbs will guide thirty mounted horsemen along an old Pony Express Trail through the historic San Vicente Valley where nearly 200 years ago adventurous caballeros first broke the trail west.

Following the ride, Ford will devote the balance of his stay with Tibbs to learning various aspects of rodeo and ranch activities. He will also view morning thoroughbred workouts at the Estate's International Equestrian Center and watch English hunters and jumpers in training.

He will then return to Montana for the summer.

Ford is one of four children in the President's family, and is the youngest of the three boys. The oldest son, 24-year-old Mike, is a divinity student. Jack is a 23-year-old forestry student in Utah, while 17-year-old Susan recently graduated from high school in Washington, D.C.

San Diego Country Estates is one of the nation's most successful resort communities and is located 38 miles northeast of San Diego near Ramona.

* * *



Arriving San Room
Arrive about 11:00
at ranch
Agent - Tom McCarthy
714/293-5640

714-789-2505
X 334
234

Steve Ford -

Casey Tibbs is Director of of Western Activities at San Diego Country Estates, a 3200 acre resort community about 38 miles northeast of San Diego (near Romona, California)

Steve had corresponded with Casey Times indicating his interest in learning more about rodeo, especially bronc riding.

(Casey Tibbs is a two-time world champion all around cowboy, holds six bronc-riding world championships)

~~Saturday~~ Steve will spend about 4 days with Casey, arriving Saturday about noontime

Begins with an afternoon with a Casey Tibbs Bicentennial Trail Ride -- overnight ride with about 40 riders into the Cleveland National Forest which surrounds resort property -- riders will recreate -- going along the trail of some of the early Spanish settlers (San Vicente Valley) -- one of the original Pony Express Routes about 30 miles into Cleveland National Forest -- coming back Sunday afternoon -- camping out in area Steve will be the "trail boss"

Two actors going along -- Slim Pickens and Ben Johnson

The rest of the time will be spent with Casey Tibbs on the resort doing normal ranching-type things -- working cattle, nothing that is not done in ordinary ranching operations.

Press contacted

National Magazines -- Time (getting photos from wire services)
Newsweek, U.S. News & World Report,
Global and Sygma - National Photo Services
National networks

Wire services through L.A. bureau chiefs: UPI - Schielbeck
AP Steve Pyle

Parade Magazine (photographer)
San Diego Union & Tribune
three local TV stations



Home 714-789-2505
Stuart Zornille 213/474-2938
Lawrence Laurie/Associate Inc
3899 Beverly Blvd
CA 90048
Ranch 213/474-2938

STEVE
6/7/75

Steve's Gonna Get His Lumps

Elsewhere in the Old West, Steve Ford, the President's 19-year-old son, is doing so well as a real-life cowboy he plans to take



N-2 . .

President Ford Will Veto Housing Bill

President Ford indicated Tuesday he will veto the \$1.35 billion housing bill, House Republican leader John Rhodes told reporters in a news briefing following a 75-minute meeting with Ford.

Rhodes said the main reason for the Presidential veto of the housing bill is that the measure "does not appear to take care of the problem."

Mr. Ford feels the housing industry is making a recovery, and therefore is vetoing the bill as an inflationary measure, John Cochran (NBC) reported. Ford said he will send Congress a new housing bill, ABC reported -- UPI; Networks (6/17/75)

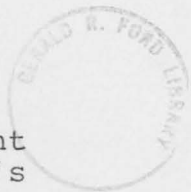
Steven Ford and The Rodeo

"Chewing tobacco and smoking a cigarette at the same time, Steven Ford is spending part of the summer in Ramona, Calif. learning the rougher arts of rodeo," Terry Drinkwater (CBS) reported.

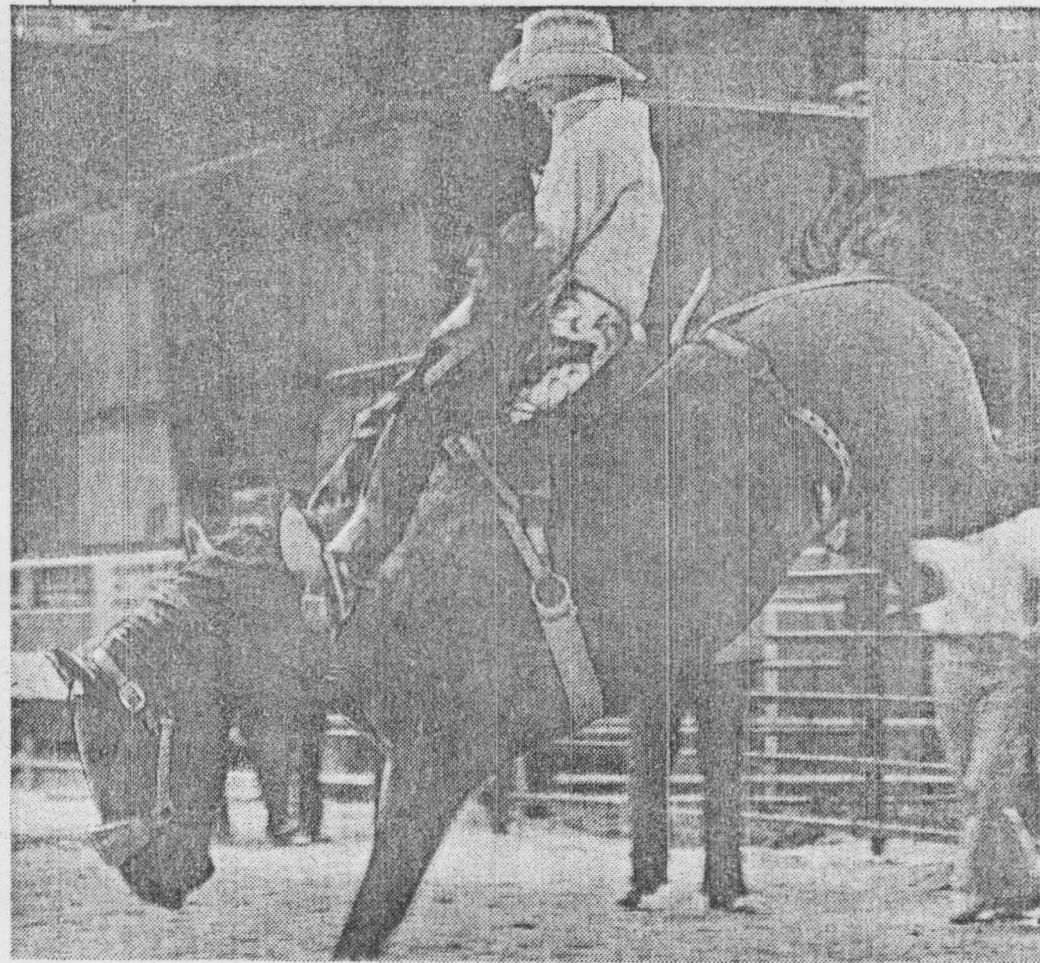
CBS Morning News showed film of Ford chewing tobacco, riding a horse and sitting tall in the saddle. -- CBS Morning News (6/17/75)

Scheel Honored At Monday Night Party

At a Monday night part honoring West German President Walter Scheel, President Ford in a toast "praised Scheel's contribution to detente and Atlantic unity." "An evening of entertainment and ceremony, not much diplomatic substance. But then that's a way of life for the West German President who's accustomed to handling ceremony and leaving all the problems of running West Germany to the Chancellor," Phil Jones (CBS) reported. -- CBS Morning News (6/17/75)



Natl. Engr. 6/15/76

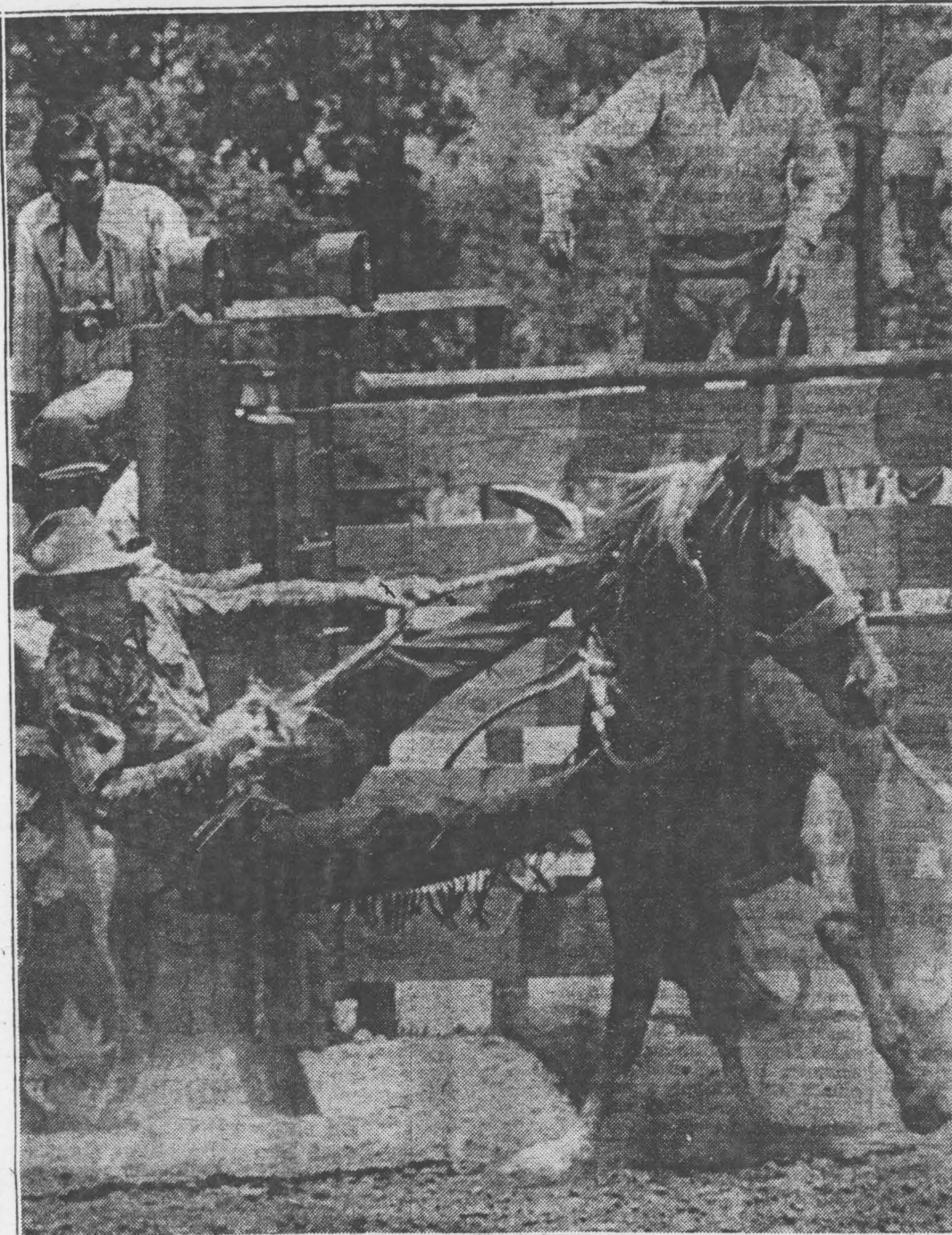


President Ford's Son Loses to a Bucking Bronco

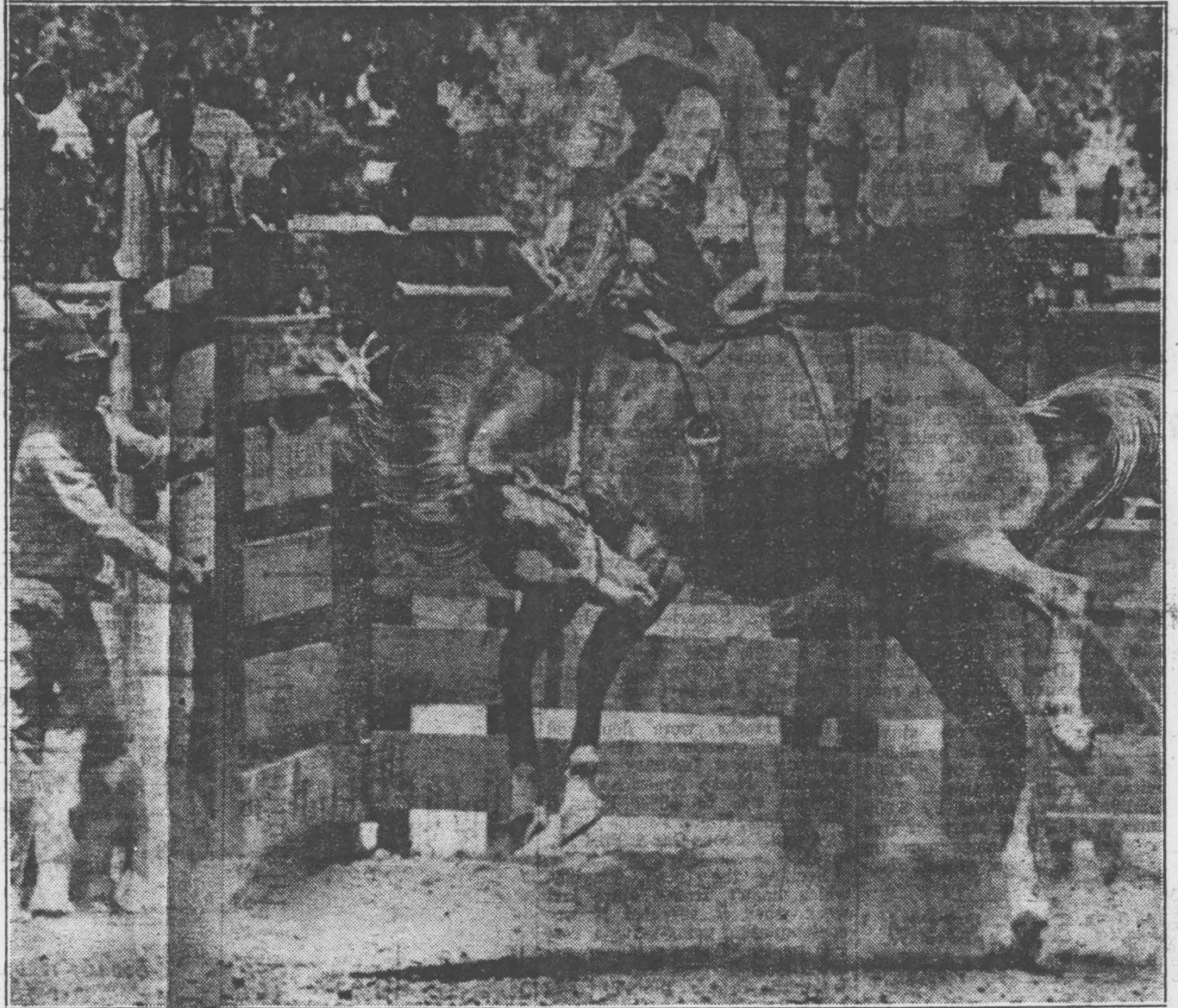
Ride 'im, Steve! That's the President's son, 19-year-old Steve Ford, up there on a bucking bronco, trying to hold on in fine rodeo style as the animal rears, leaps and kicks up its heels. But then the bronc, with a violent twist, succeeds in flinging young Steve out of the saddle and

he hits the ground in a bone-jarring thud. The horseplay happened as Steve participated with former rodeo champ Casey Tibbs in a "riding clinic" for would-be bronco-busters at Spring Creek, Nev. — with all proceeds from the event going to charity.

(Photos by Mark Meyer)



Looks like there's going to be an empty saddle in the ol' corral—Steve's gonna bite dust.



Associated Press Wirephotos

Steve Ford is keeping Republican tradition alive as he imitates a Teddy Roosevelt-type Rough Rider in Ramona, Calif. Steve, 19, President's son, takes first

President's Son Can't Pass the Buck

Red Smith

NY Times 6/13/75

The Casey Tibbs of Tomorrow

There were these two men in Western attire on a plane, flat-waisted guys with weathered faces crinkly about the eyes. It wasn't necessary to see their big, ornate belt buckles to spot them as rodeo cowboys. They were swapping stories and laughing and shaking their heads, and the eavesdropper soon realized they were talking about Casey Tibbs. "Never another like him," one man said. "Thank God," the other said. This was a few years ago when Casey

arc from shoulders to flanks and back again, holding a single rein fastened to the halter. The free hand must not touch horse or equipment. When the whistle sounds after 10 seconds, a pick-up man rides alongside. Most cowboys hand him the bronc rein, wrap arms around his waist and dismount by sliding over the pick-up pony's rump.

Casey would hold the bucking rein disdainfully, his free hand high with forefinger touching thumb and pinky

Bronc ridin' Steven Ford

*Ch. Tibbs
instructor
6/17/76*

By the Associated Press

Spring Creek, Nevada

Casey Tibbs did not try very hard to talk Steven Ford out of riding bucking broncs in this eastern Nevada town.

The former nine-time world champion bronc rider, now an instructor, had said recently he would try to change the mind of the President's son about getting aboard. He called it