

The original documents are located in Box 29, folder “10/26-28/76 - Ohio, Illinois, Michigan, New Jersey (2)” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

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PRESIDENT FORD COMMITTEE
223 N. WALNUT STREET
LANSING, MICHIGAN 48937

CONTACT: Chuck Ferry, 652-4805 (Rochester)

FOR IMMEDIATE RELEASE: Saturday, October 23, 1976.

ROCHESTER--Mrs. Betty Ford, wife of President Gerald R. Ford, will make a major campaign appearance in the Rochester area, it was announced today.

The First Lady will highlight a "People for Ford" rally Wednesday (Oct. 27) at Avondale High School in Auburn Heights, west of Rochester. The rally will get underway at 7 p.m., with Mrs. Ford's arrival scheduled for 7:30.

Mrs. Ford will appear in the Rochester area at the joint invitation of the Oakland County Republican Committee and State Sen. Donald E. Bishop (R-Rochester) and his wife Nancy, who will act as hosts for the event.

"We are honored that Mrs. Ford chose the Rochester area for this important event," Sen. Bishop said.

Bishop announced the following itinerary for the First Lady's Michigan visit:

She will arrive at Detroit Metro Airport (American Airlines hangar) early Wednesday afternoon. Exact time of arrival has not been determined.

From the airport, Mrs. Ford will be taken to the Hyatt Regency Hotel in Dearborn, where she will be guest of

(more)



Mrs. Ford Visit-----2

honor at a reception of Republican Party leaders and other dignitaries.

Following the reception, she will travel in a motorcade to Avondale High School for the rally.

Bishop said that at the rally Mrs. Ford will be reunited with "Jerry," puppy of the Presidential dog "Liberty."

"Jerry," a 13-month-old golden retriever, was given by the Fords to the Leader Dogs for the Blind School in Rochester. The dog was raised by a 16-year-old Kalamazoo girl, Lisa Jensen, until he was one year old and is now undergoing leader-dog training at the school.

Bishop said Mrs. Ford will spend the night at the Hyatt Regency and then leave Detroit on Thursday morning.

He said her Michigan visit will be part of a four-state campaign swing, which will begin Tuesday with an appearance in Cincinnati. Tuesday night, she will fly to Chicago to meet the President, then continue on to Michigan on Wednesday. Following her Michigan appearance, she will participate in a campaign event in Jersey City and then return to Washington.

Bishop said he expects Mrs. Ford's visit to give an important boost to the entire GOP state ticket. But he said that in her Rochester appearance she will be particularly promoting the candidacies of GOP U. S. Senate

(more)



Mrs. Ford Visit-----3

nominee Marv Esch, Oakland County executive Daniel T. Murphy, and David Serotkin, GOP nominee for congress in the 12th District, which includes Rochester.

Bishop said Secret Service agents and White House aides visited Avondale High School Friday night to check security arrangements at the school. They will remain in the area until the conclusion of the rally.

Bishop emphasized that the rally is open to the general public and described it as an "old-fashioned political rally, with a maximum of spirit and band music and a minimum of oratory."

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PRESIDENT FORD COMMITTEE
223 N. WALNUT STREET
LANSING, MICHIGAN 48937

PRESS CREDENTIALS

10-23-76

Mrs. Betty Ford, wife of President Gerald R. Ford, will appear at a campaign rally at Avondale High School, 2800 Waukegan, Auburn Heights, Mich. (west of Rochester; see attached map), 7 p.m., Wednesday, October 27.

All media wishing to cover Mrs. Ford's visit should submit credentials' requests to PRESIDENT FORD COMMITTEE, 223 N. WALNUT STREET, LANSING, MICH. 48937, PHONE (517) 374-7668. No media representatives will be admitted to the Press Section without proper credentials.

Deadline for submitting requests for credentials is 12 noon, Tuesday, October 26.

Each media representative requesting credentials should submit the following information:

- Name
- Affiliation and position
- Social Security number
- Date of birth
- Place of birth.

This information may be called in to the office listed above.

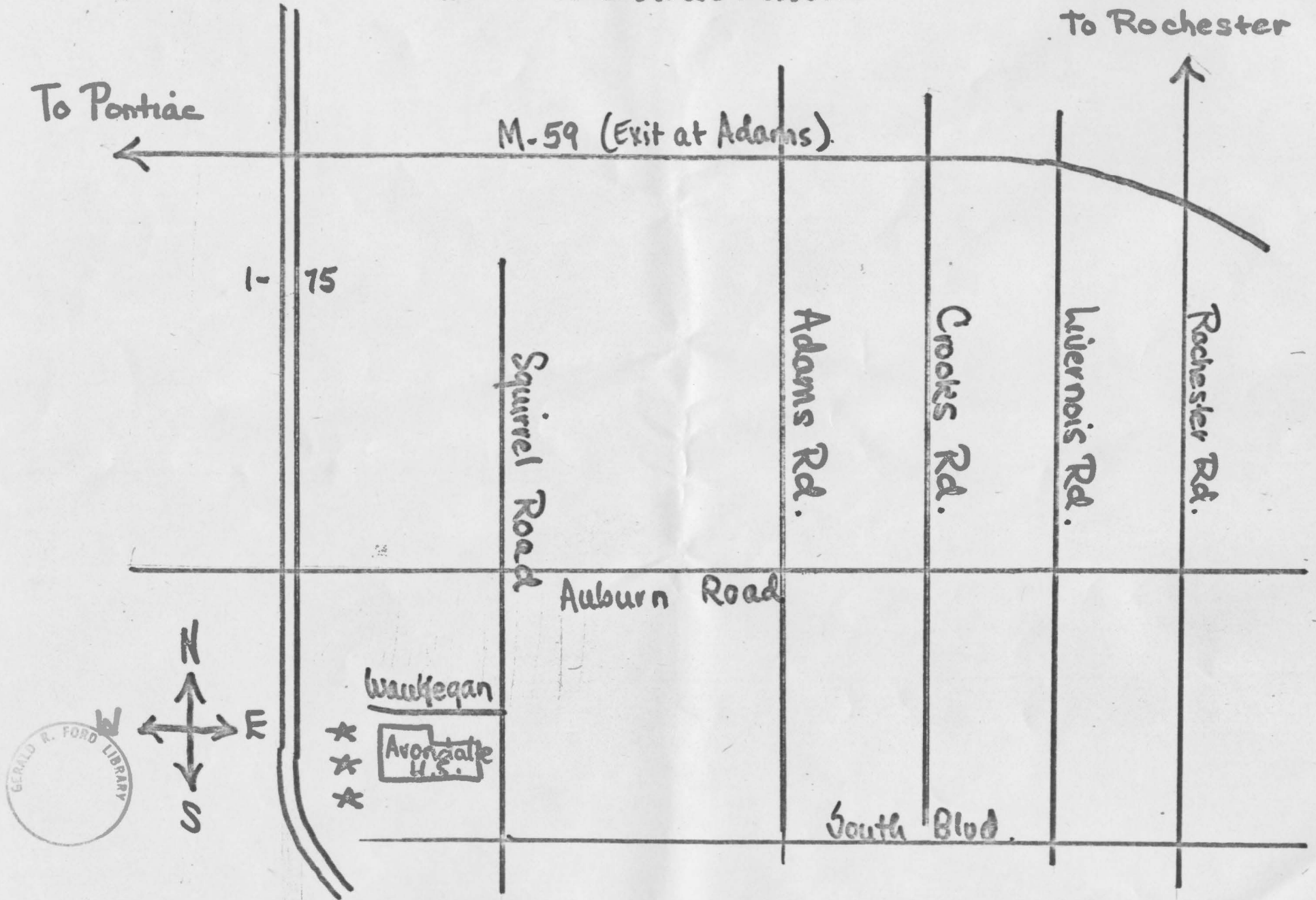
Credentials must be picked up in person by each individual media representative at Avondale High School, from 6:15 to 7:15 p.m. on Wednesday, October 27.

Your cooperation will be appreciated.

#



DIRECTIONS TO AYONDALE HIGH SCHOOL



THE WHITE HOUSE

Mrs. Gerald R. Ford

Since her husband became President in August, 1974, Mrs. Betty Ford has been involved in activities promoting the arts, securing passage of the Equal Rights Amendment and focusing attention on the problems of the handicapped.

Her strong interest in the arts comes from her own career as a dancer. Mrs. Ford began studying dance at age eight in Grand Rapids, Michigan. She studied and taught at a dance school there until her graduation from high school in 1936. In the summers of 1936 and 1937, she attended the Bennington School of Dance in Vermont. There she studied under Martha Graham, Doris Humphrey, Hanya Holm, Charles Weidman and other well-known modern dance innovators. She continued her dance career with Miss Graham in New York City, eventually as a member of the Martha Graham Concert Group. (In May, 1976, she returned to Bennington to dedicate the college's arts center.)

In 1941, Mrs. Ford (then Betty Bloomer) returned to Grand Rapids and became fashion coordinator for a department store. (Her strong interest in American fashion was recognized by the Parsons School of Design in March of this year, when she received the school's annual award.) During her years as a fashion coordinator, she formed her own dance group and taught dance to handicapped children.

On October 15, 1948, she married Gerald R. Ford. His election to the U. S. House of Representatives from Michigan's 5th District only a few weeks later meant a move to the Nation's Capital. The Fords lived in Alexandria, Virginia from those first years until they moved into the White House.

The Fords are the parents of three sons and one daughter. Most of Mrs. Ford's energies during the 1950's and 1960's were focused on her family, her church (Episcopal) and the political duties of a Congressional wife.



Her husband's confirmation as Vice President in 1973 brought new responsibilities, which increased when he became President. As First Lady, Mrs. Ford has shown her interest in American handicrafts through unique centerpieces at State dinners and Christmas decorations. Items from antique weathervanes to dolls have been used as focal points for decorations.

Her commitment to equal rights has been demonstrated in her public remarks and her open lobbying for more women in her husband's administration. She has spoken with diverse groups from homemakers to economists about the need for the Equal Rights Amendment.

During 1976, the First Lady also has been involved in various Bicentennial events, including appearances in Philadelphia, Florida, Arizona and the opening last week of an exhibit on women during the Revolutionary era.

Mrs. Ford also has campaigned for her husband and recently attended two state conventions on his behalf.

During the Ford Administration, numerous state visitors have been entertained at the White House. Among recent guests were the President of France and the King of Spain.

Two of the Ford children, Jack and Susan, live at the White House with their parents.

Mrs. Ford was born on April 8, 1918, in Chicago, Illinois. Her parents, Hortense and William Stephenson Bloomer, moved the family to Grand Rapids, Michigan, when she was three.

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Art

libby - 6:15

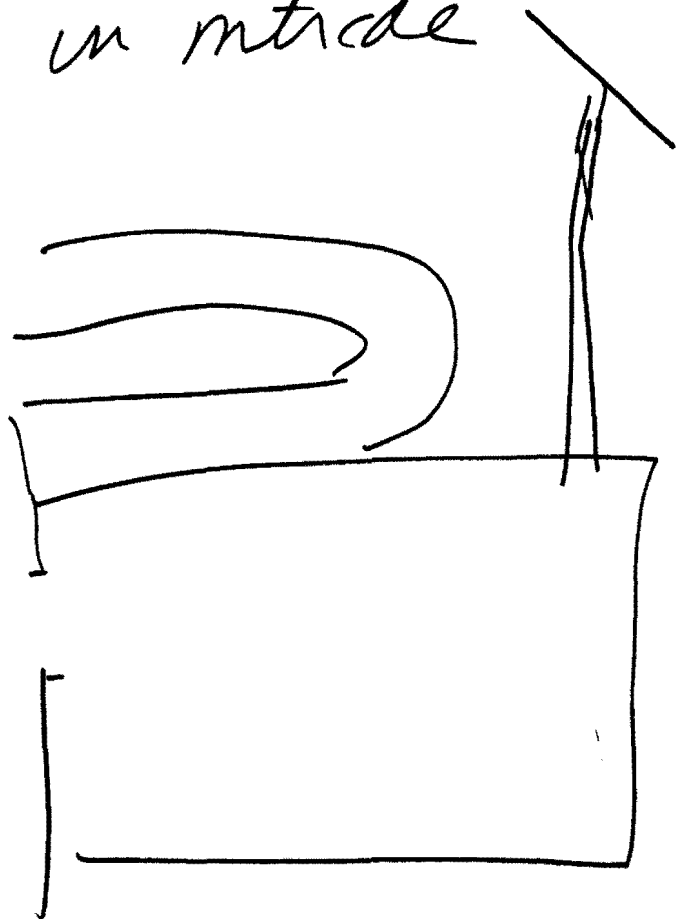
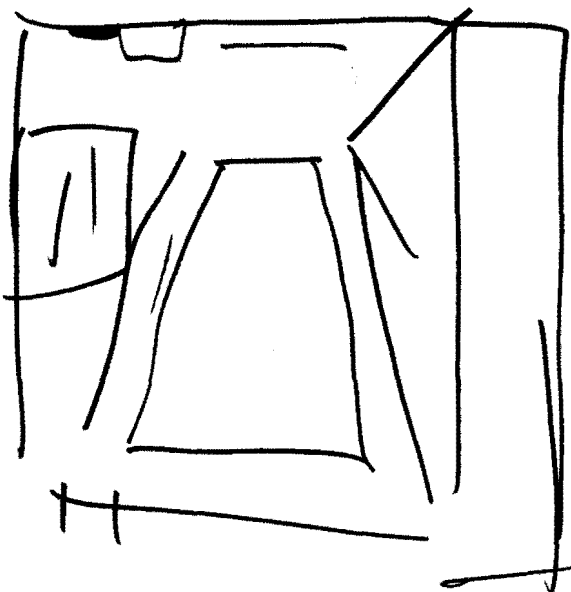
a) change entrance - aisle
aires

b) bus goes
1st drive to rt
2nd drive to r

c) betty ford sign door - unlocked

d) kits in corner

e) janet's car in mtide



Rochester Rally, October 27, 1976

Next week when Jerry and I come home to Michigan, this long campaign will be over, but the next few days are more important than all the past months. Jerry Ford needs your help to carry Michigan, and you know how important it is for him to win in his ~~own~~ home state.

I am proud of the job my husband is doing. He has brought peace and stability to America. He has made some tough decisions that have saved billions of your tax dollars. With your vote and support, he will keep fighting for you and your concerns!

The President needs the help of good Republicans in the House and Senate. Marv is an old and dear friend, and we want him back in Washington as Senator Esch. Bill Bloomfield is another very special friend, and we need him back in the House. The President also is concerned about the election of talented newcomers like David Serotkin.

November 2nd---I hope you will vote to put all these fine Michiganders in office. The President and I are counting on you to make this election a very proud one for Michigan. Don't forget to vote & make sure your friends, neighbors & relatives get to the poll.



PFC Reception, Michigan, Wednesday, October 27, 1976
(Revised)

You are the margin of victory in this campaign. The polls show the election is too close to call. But I know the President is going to win. I've met PFC volunteers all across the country, and your spirit and enthusiasm will make the difference.

The President and I really appreciate your hard work and dedication. Thank you for the work you've done. I know there have been sacrifices for your families---with TV dinners and late meals. But if you can put up with these inconveniences for these last few critical days, we will win.

So keep up the good work that will make November 2nd a big victory day.

CINCINNATI THANKSGIVING DAY SALUTE COMMITTEE:

Johnny Bench, Honorary Chairman

William Keating, President and Editor, Cincinnati Enquirer

Jim Labarbara, WLW Radio

Dan Kane, Director of Communications, Archdiocese of Cincinnati

Dr. Richard Jameson, Communications Director, Council of Christian Communion

Jerome Levinrad, Executive Director, Jewish Community Relations Council

Mary Stapleton, Supervisor of Administration (Senior Services), Cincinnati Recreation Commission

Neil Blunt, Supervisor, Metropolitan Housing Authority

Emily McClure, Director, Voluntary Action Center

William Bogart, Executive Director, Council on Aging

Mrs. Pete Rose

Bob Johnson, Cincinnati Bengals



LIST OF SENIOR CITIZENS CENTERS

CINCINNATI, OHIO

Marquette Senior Center, 1999 Sutter Ave., 45225
(513) 661-5270

Pinecrest Senior Center, 3951 W. 8th Street, 45205
(513) 921-8922

Downtown Senior Center, 212 E. 8th Street, 45202
(513) 241-7531

Stanley Rowe Senior Center, 1621 Linn St., 45214
(513) 721-5682

President Senior Center, 784 Greenwood Ave., 45229
(513) 861-0338

Madisonville Senior Center, 5021 Whetsel Ave., 45227
(513) 271-3344

Oakley Senior Center, 3219 Madison Road, 45209
(513) 321-9394



Cincinnati Background

Cincinnati is the home of Senator Robert Taft Jr., and the city has been the family's political base since the days of President William Howard Taft. Taft has a tough re-election fight against Democrat Howard Metzenbaum. Assessment of the race from The Post is attached.

Of the Nation's 25 largest cities, Cincinnati is one of the most consistently Republican. The city has fewer blacks and fewer ethnics than most industrial centers. Many of the migrants from Kentucky and Tennessee came from the Republican strongholds in Appalachia.

The 1st district of Ohio is the eastern and more prosperous half of the city and suburban Hamilton County. The 1st has been represented by several men who went on to state or national prominence. Former Democratic Governor John Gilligan, Senator Taft and newspaper publisher Bill Keating have represented the 1st. Keating retired from the seat to become president of the Cincinnati Enquirer. *Keating will be involved in your press conference.

The incumbent is Willis Gradison, Jr., who won a full term in 1974 after losing out in a special. Gradison has a Democratic opponent, but he is expected to win.

The 2nd district is the western half of the city with some of the older and poorer sections of Cincinnati. This district also includes the industrial area with industries like Proctor and Gamble, General Electric and machine tool makers. Like the 1st, this district is predominantly Republican. The incumbent is GOP Representative Donald Clancy, who was first elected in 1960. Clancy's opponent is Thomas A. Luken, and this race could be close. Luken won the special election against Gradison early in 1974, and then was defeated by him in the general. Now Luken is running in the other Cincinnati district against Clancy.



Released in Cincinnati area by PFC

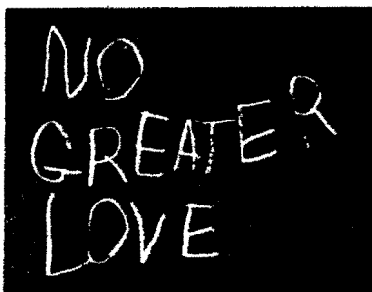
Mrs. Ford will be presented with the first No Greater Love Special Commemorative Medal, struck by the Franklin Mint, in Cincinnati, Ohio on October 26 during a Thanksgiving Salute to Older Americans news conference. World Series' Most Valuable Player, Cincinnati Red Johnny Bench, who is hosting the press conference, will present the Medal. The press conference will be held at the Terrace Hilton Hotel, Skyline Ballroom, 6th and Vine Streets, at 10:45 a.m.

"No Greater Love," of which Mrs. Ford is an Honorary Patron, is a national organization which serves the elderly, veterans, and the underprivileged. The news conference will announce the kickoff of Cincinnati's Thanksgiving Salute to Older Americans, a program which encourages citizens to include older Americans who would otherwise be alone in family celebrations. No Greater Love will use Cincinnati as the model for other communities across the nation for their future Salute observances.

Carmella LaSpada, Chairman of the Board of No Greater Love, says the organization wishes to present Mrs. Ford with the Commemorative Medal as an expression of their gratitude to her, on behalf of all the Americans in their programs, for her endorsement and support of No Greater Love for the past three years. According to Ms. LaSpada, Mrs. Ford and the President have expressed their interest in and concern for America's elderly by issuing a statement in support of activities for senior citizens, including a statement in the Thanksgiving Proclamation about the significance of Older Americans in our bicentennial year, and by inviting fourteen senior citizens from the Washington area to a White House dinner in November, 1975.

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1750 New York Ave., N.W.
Washington, D.C. 20006
(202) 785-4665

Inspired by the saying, "Greater love has no man than this, that a man lay down his life for his friends," the people at NO GREATER LOVE sponsor programs of friendship and care for children of servicemen missing or killed in action, for hospitalized veterans and older Americans.

Hank Aaron
President

OCTOBER 18, 1976

Mrs. Gerald R. Ford
Honorary Patron

CARMELLA LaSPADA
Chairman of the Board
ROGER STAUBACH
Vice President
REV. LOUIS SAVARY, S.J.
Executive Vice President
STEPHEN PALEY, ESQ.
Secretary

NEWS CONFERENCE

**NGL National
Advisory Council***
George Allen
Arthur Ashe
Johnny Bench
Rocky Bleier
Congresswoman Lindy Boggs
Congressman John Brademas
Larry Brown
Paul "Bear" Bryant
Carol Burnett
Edward J. Carluogh
Wilt Chamberlain
Perry Como
Congressman Dan Daniel
Rear Admiral Jeremiah Denton, USN
Congressman William Dickinson
Joe DiMaggio
John B. Kelly, Jr.
Major General John Flynn, USAF
Joe Frazier
Bill Gailo
Althea Gibson
Kay Iselin Gilman
Senator Barry Goldwater
Senator Robert Griffin
Alphons Hackl
Conrad Hilton
Bob Hope
Senator Daniel Inouye
Mrs. Lyndon B. Johnson
Congressman James R. Jones
Billy Kidd
Michael Landon
Mrs. Vince Lombardi
Jack Lord
John Lyons
Howard McClennan
Jim McKay
George Meany
Congressman G.V. Montgomery
Keith Morris
Joe Namath
Jack Nicklaus
Congressman Thomas O'Neill
Bobby Orr
Arnold Palmer
Jim Palmer
Brant Parker
Joe Paterno
Richard Petty
S. Frank Raftery
Bill Rechin
Congressman John J. Rhodes
Art Rooney
Senator Hugh Scott
William Shoemaker
O.J. Simpson
Bart Starr
Senator Strom Thurmond
Wes Unseld
Mayor Walter Washington
Ted Williams
Congressman Bob Wilson
Admiral Elmo Zumwalt (Retired)
* Partial Listing

JOHNNY BENCH, CINCINNATI REDS' ALL-STAR CATCHER, CORDIALLY INVITES YOU TO ATTEND A NEWS CONFERENCE AT WHICH HE WILL ANNOUNCE CINCINNATI'S PARTICIPATION IN A NATIONAL THANKSGIVING SALUTE TO OLDER AMERICANS. SPONSORED BY NO GREATER LOVE, THIS PROGRAM ENCOURAGES CITIZENS TO INCLUDE OLDER AMERICANS WHO WOULD OTHERWISE BE ALONE ON THANKSGIVING DAY IN THEIR OWN FAMILY CELEBRATIONS. CINCINNATI'S SALUTE WILL SERVE AS THE MODEL FOR SIMILAR PROGRAMS AROUND THE COUNTRY IN THE FUTURE.

BENCH IS A MEMBER OF THE BOARD OF DIRECTORS OF NO GREATER LOVE, A NATIONAL, NON-PROFIT ORGANIZATION WHICH PROVIDES PROGRAMS OF FRIENDSHIP AND CARE FOR GROUPS OF OFTEN FORGOTTEN AMERICANS.

DATE: TUESDAY, OCTOBER 26, 1976

TIME: 11:00 A.M.

PLACE: TERRACE HILTON, SKYLINE BALLROOM

SEE ATTACHED MATERIALS FOR ADDITIONAL INFORMATION.



F A C T S H E E T

EVENT: News Conference -- THANKSGIVING SALUTE TO OLDER AMERICANS

DATE: Tuesday, October 26, 1976

PLACE: Terrace Hilton Hotel, Skyline Ballroom,
15 W. 6th Street (6th and Vine), Cincinnati, Ohio

TIME: 11:00 a.m.

PURPOSE: The primary purpose of this news conference is to announce the kickoff of Cincinnati's First Annual Thanksgiving Salute to Older Americans, a program which encourages citizens to include in Thanksgiving Day celebrations older Americans who would otherwise be alone on that day. NO GREATER LOVE has chosen Cincinnati as the model for other communities across the nation for future annual Salute observances.

Archbishop Joseph L. Bernadin has endorsed the Salute. The Catholic Archdiocese of Cincinnati, the Council of Christian Communion of Greater Cincinnati, and the Jewish Community Relations Council are playing leading roles in involving the community in the Thanksgiving Day program. Representatives from the Cincinnati Recreation Commission's Senior Citizens Centers and the Cincinnati Metropolitan Housing Authority are taking part in arrangements for the Salute. Representatives from the local media are assisting No Greater Love in promotion of the event.

Mrs. Gerald R. Ford serves as Honorary Patron of No Greater Love.



Sheila -- FYI

Description of No Greater Love Commemorative Medal,
struck by Franklin Mint

Gold

"No Greater Love" on one side

Inscription on other side:

"We believe that No Greater Love can be shown than when
men and women so live and die that their friends may be free. "



No Greater Love Press Conference, Cincinnati, Ohio,
Tuesday, October 26, 1976

Thanks, Johnny. I hope the Thanksgiving Salute
to older Americans is as successful as the Big Red
Machine.

I'm glad to be here, because No Greater Love does
such important work by reminding us of our older friends
and neighbors.

Last Thanksgiving, the senior citizens who shared our
meal brought us so much joy and friendship. I'm sure your
Thanksgiving will be more meaningful if you share the
day with someone ~~who~~ ^{or perhaps several people} who might otherwise be alone.

I hope you invite an older American into your
circle of love on Thanksgiving and ~~many~~ ^{alone on} other days of
the year.

Thank you.



No Greater Love Press Conference, Cincinnati, Ohio
Tuesday, October 20, 1970

10
Thanks, Johnny. I hope the Thanksgiving table

2 finer most
valuable player
of the national
league

Last Thanksgiving, the senior citizens who shared our
meal brought us so much joy and friendship. I'm sure your
Thanksgiving will be more meaningful if you share the
day with someone who might otherwise be alone.
I hope you invite an older American into your
circle of love on Thanksgiving and many other days of
the year.

Thank you.



ROOM ASSIGNMENTS

ARLINGTON PARK HILTON - ILLINOIS

BAUTISTA, A.	1126
BERGER, K.	1105
BRANTLEY, E.	1129
BULL, J.	1129
BUTLER, P.	1101
CAVANEY, R.	1112
CHENEY, D.	1118
DOMINA, L.	1125
FIELD, J.	1117
GARAGIOLA, J.	1115
GERRARD, C.	938
GREEN, CONGRESSWOMAN	1108
HALL, W.	1134
HARTMANN, R.	1116
KEISER, D.	1104
KENNERLY, D.	1111
LUKASH, DR.	1127
MEINKING, M.	1134
MONZON, Z.	1126
NESSEN, R.	937/939
O'DONNELL, T.	1114
OLDENBURG, H.	1036
PENNY, D.	1113
RILEY, L.	1103
SANVICTORIS	927
SAPLAN, R.	927
SCHUMACHER, K.	1211
SCOWCROFT, GEN.	1119
SERRANO, E.	925
SPENCER, S.	1128
THOMAS, R.	1110
YATES, N.	1105



ARLINGTON PARK HILTON - ILLINOIS

BREEN, A.	1030
CHIRDON, N.	1130
DOMINICO, F.	1035
HARRELL, G.	1032
SORUM, P.	1031
STAHL, N.	1036
WEIDENFELD, S.	1028
STAFF OFFICE	1139
TRAVELLING STAFF OFFICE	1136/1138
WHCA	1011
USSS	1033
ARLINGTON SIGNAL BOARD	(312) 398-7000



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SMITH, A.
SMITH, B.
SMITH, C.
SMITH, D.
SMITH, E.
SMITH, F.
SMITH, G.
SMITH, H.

Squ

(213) 553-2000

ext. 557

Hotel - Beverly Hills
(213) 276-2251

Tom Brokaw

(212) 664-4444

Mitl Mitler



WELCOME TO THE ARLINGTON PARK HILTON

CHICAGO and ARLINGTON HEIGHTS, ILL.

- Arlington Heights is a suburb of Chicago, approximately 20 miles N.W. of Chicago - Chicago is the second largest city in the United States - noted for its politics, Mayor Daley, Cook County. etc. Arlington Heights is located in Cook County.

POINTS OF INTEREST

- Arlington Heights - Woodfield Mall, Schaumburg
Arlington Park Theatre, A.P.Hilton
- Chicago - Sears Tower
Water Tower
Field Museum of Natural History
Rosenwald Museum of Science and Industry
Art Institute

NEWSPAPERS

- The Chicago Tribune and the Chicago Sun-Times are available at the Gift Shop in the hotel lobby at 7:30 a.m. The Chicago Daily News is available at 6:30 p.m.

RESTAURANTS

- Local - Magic Pan, Woodfield Mall
Lancers, 50 E. Algonquin, Schaumburg, 397-4500
Chez Paul, 1900 Hicks Road, 253-9880
Henrici's, 2375 S. Arlington Hts.Rd., 439-1028
Le Titi de Paris, 2275 Rand Road, Palatine.
359-4434
- Chicago - Consort Room, Continental Plaza Hotel,
909 N. Michigan, phone 943-7200 - featuring
Franz Benteler and the Royal Strings
La Tour, 400 E. Randolph - on the Lake -
527-1144
All major hotels have specialty dining rooms

BAGGAGE CALL

- Please place your baggage in an unlocked condition outside your room no later than 5:45 a.m. Wednesday.

STAFF OFFICE

- The Staff Office is Room 1139. A Xerox 3100 is available as well as two IBM typewriters.
- The Travelling Staff Office is located in Room 1138.

MOTOR POOL - Motor pool cars and drivers will be available from 1:00 p.m. through 10:00 p.m. Please call the Staff Office (ext. 1139) to make arrangements.

8 252 - 5070
174

There will be coffee and sweet rolls
available in the Travelling Staff Office
(Room 1138) at 6:00 a.m.

Also, for your convenience, the
Carousel restaurant, off the hotel lobby,
will be open for full breakfast at 6:00 a.m.



STORES

STORE

STORES

FORD CITY MALL
 CHICAGO, ILL.
 OCTOBER 26, 1976
 DEPARTURE
 As of 10/24/76
 10:20 P.M.

CROWD

CROWD

PRESS

PRESS

PLANTER

PLANTER

CROWD

CROWD

CROWD

CROWD

STORES

VIP

CROWD

BAND

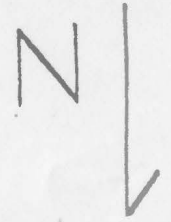
STORES

CURTIN

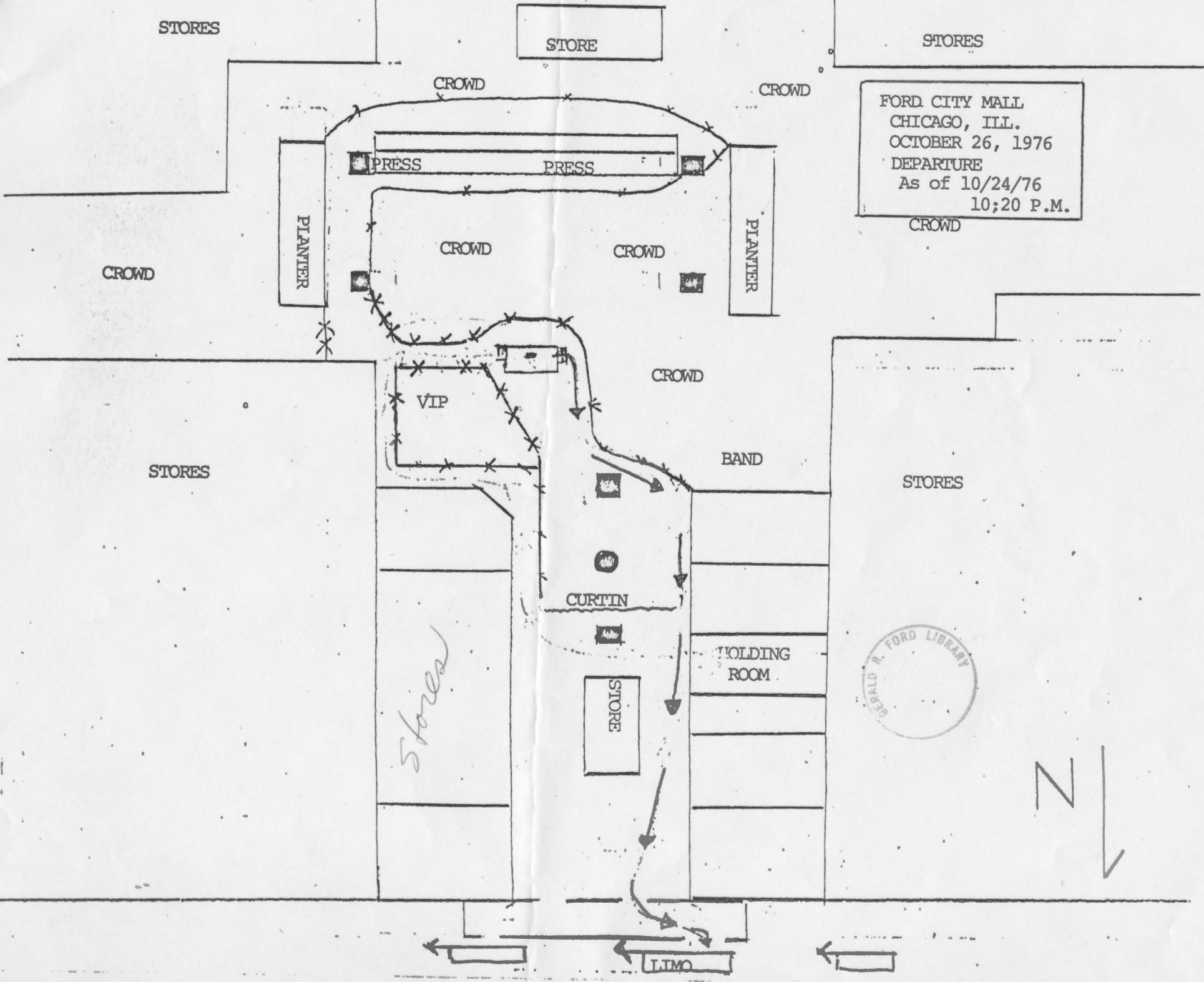
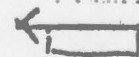
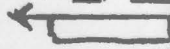
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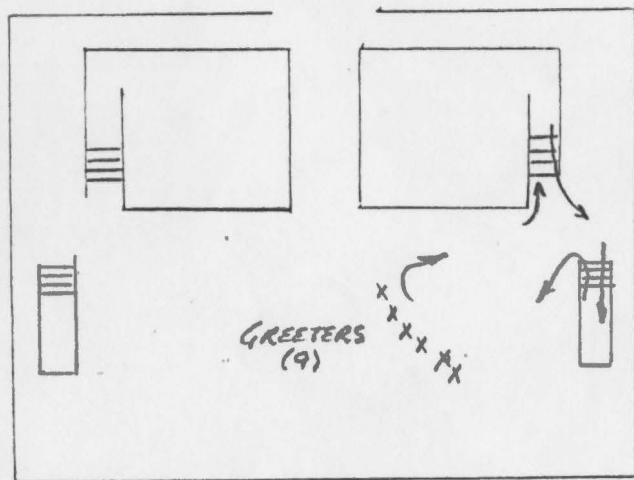
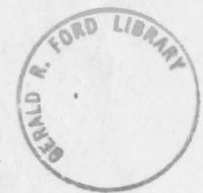
HOLDING ROOM



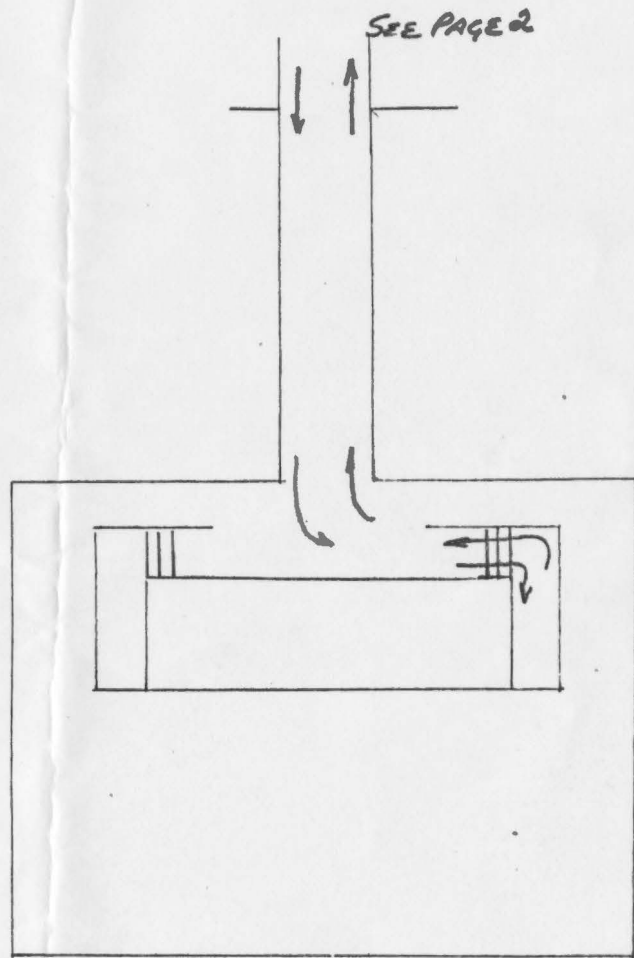
LIMO



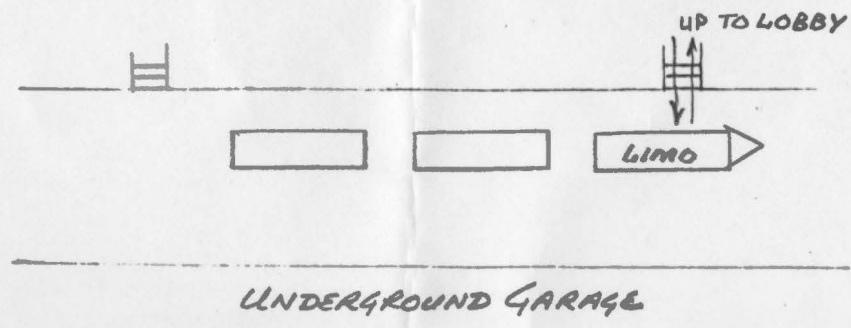
ALLSTATE
OCT 25, 1976
9:45 a.m.
PAGE 1



LOBBY

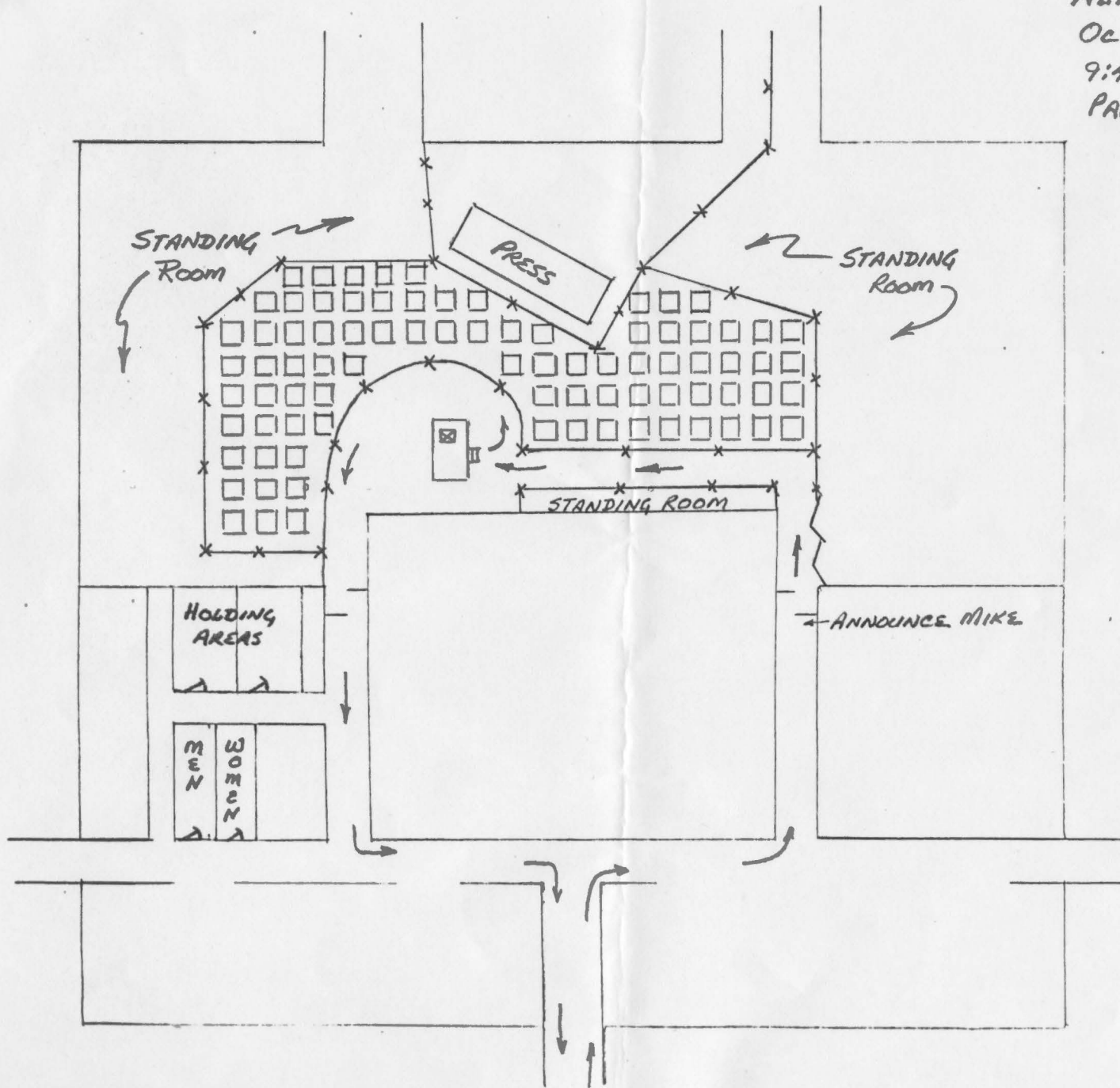


2ND FLOOR



UNDERGROUND GARAGE

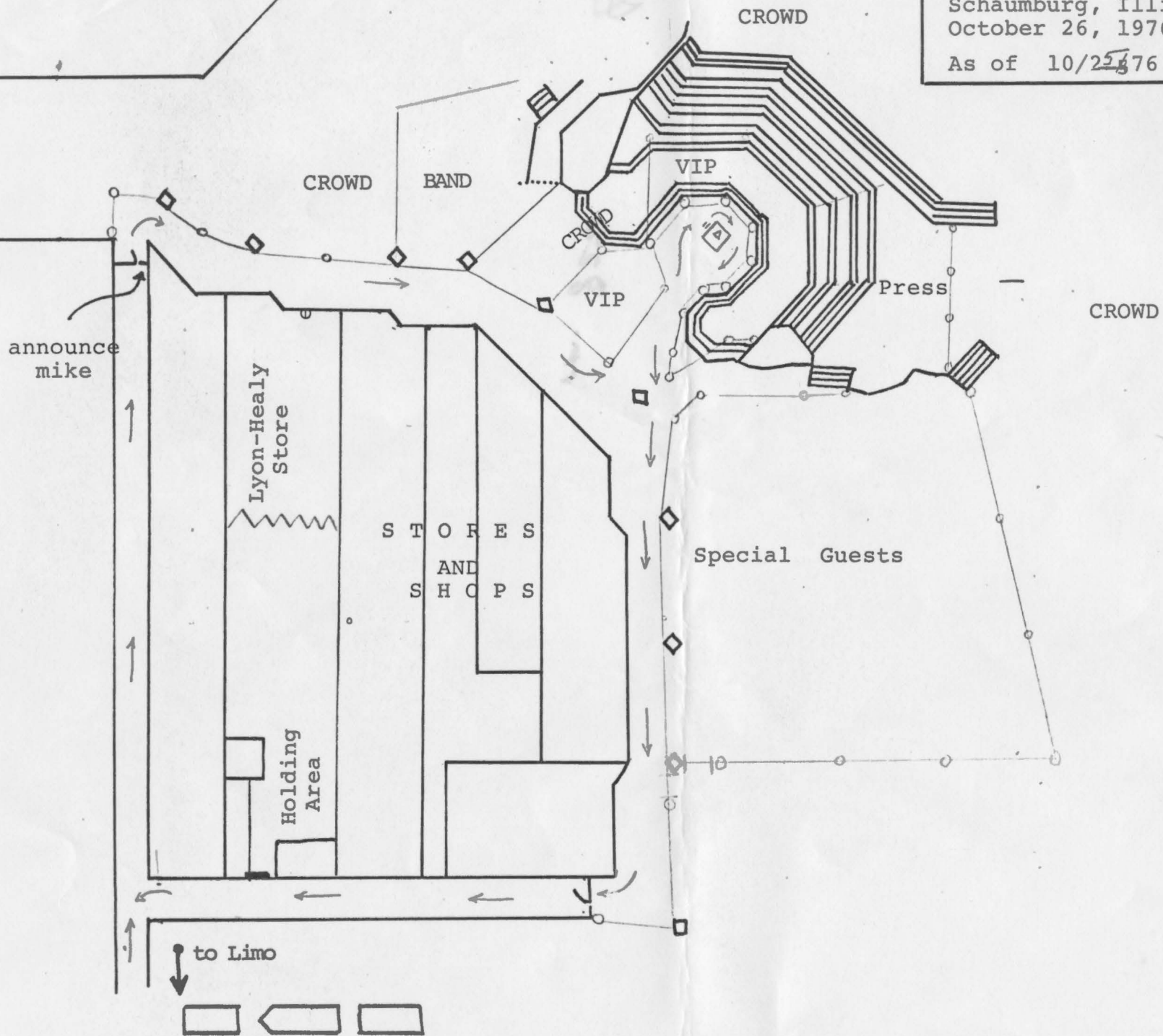
ALLSTATE
OCT 25, 1976
9:45 A.M.
PAGE 2



WOODFIELD MALL

Schaumburg, Illinois
October 26, 1976

As of 10/25/76 7:00pm



US OF 10\3712 1:000w
October 30, 1938
Schenck, Illinois
MODIFIED WATE

no. 822



GOOD AFTERNOON, AND THANK YOU VERY MUCH FOR SUCH A NICE WELCOME -- IT IS NICE TO BE BACK. SOME OF YOU MAY KNOW I WAS BORN IN CHICAGO -- MY FAMILY MOVED TO GRAND RAPIDS WHEN I WAS ABOUT 3. BUT BOTH MY HUSBAND AND I HAVE BEEN BACK HERE MANY TIMES. IN FACT, IT IS QUITE A POLITICIANS TOWN, ISN'T IT. I NOTICED SENATOR BROCK AND SENATOR BENTSEN WERE HERE IN TOWN LAST NIGHT DEBATING, AND I HAVE HEARD SO MANY POLITICAL SPEECHES HERE MYSELF THAT I THINK I KNOW WHERE YOU GOT THE NAME "WINDY CITY."

-2-



WELL THIS IS OBVIOUSLY ONE POLITICAL LUNCHEON THAT IS GOING TO BE DIFFERENT -- WHOEVER HEARD OF A CANDIDATES LUNCHEON IN WHICH NONE OF THE CANDIDATES MADE SPEECHES, AND I HAVE SEEN CANDIDATES USE PICTURES OF THEMSELVES THAT WERE NOT QUITE UP TO DATE -- BUT THIS IS REDICULOUS. . . . AND WHOEVER HEARD OF A POLITICAL LUNCHEON IN WHICH THERE WERE ABSOLUTELY NO FREE LUNCHESES -- FOR THE LUNCHEON COMMITTEE, THE PRESS, OR ANYONE.

-3-

HOPE, IN THAT THE PERSON'S NAME IS McCORMICK, YOU ARE A
HARD WOMAN -- BUT JUST TO SHOW YOU THAT I AM IN THE SPIRIT OF THE
THING, I HAVE HERE A CHECK FOR MY LUNCH THAT I WOULD LIKE TO
PRESENT TO YOU PERSONALLY. I WANT YOU TO KNOW THAT I HAVE INSCRIBED
IT ON THE BACK "TO HOPE McCORMICK, WHO EXEMPLIFIED BETTER THAN
ANYONE I KNOW, THAT THERE IS NO SUCH THING AS A FREE LUNCH.
(PRESENT CHECK)



-4-

~~WELL, A LITTLE MORE ON THE SERIOUS SIDE,~~ I WANT YOU TO KNOW
HOW 100% I AM BEHIND WHAT YOU ARE DOING HERE TODAY. I LIKE WHAT I
SEE OF REPUBLICAN WOMEN POWER -- ILLINOIS STYLE. YOU HAVE HERE
SOME 14 ~~OUTSTANDING~~ CANDIDATES WHO WOULD DO AN OUTSTANDING JOB
FOR THE PEOPLE OF ILLINOIS. THEY DESERVE OUR SUPPORT BUT MORE
THAN THAT, THE PEOPLE OF ILLINOIS DESERVE THE QUALITY THAT THESE
WOMEN OFFER.

WE HAVE COME A LONG WAY -- ~~THERE IS NO DOUBT ABOUT IT,~~ BUT
WE HAVE A LONG WAY TO GO AS WELL, AND WE CAN ONLY DO IT THROUGH
CONTINUAL HARD WORK ~~(~~ LIKE THAT WHICH HAS GONE INTO THIS LUNCHEON, ~~)~~

I CAME TODAY BECAUSE I FEEL SO STRONGLY ABOUT WHAT YOU ARE
TRYING TO DO, BECAUSE I FEEL IT IS IMPORTANT TO ELECT QUALIFIED
WOMEN TO REPRESENT US IN PUBLIC OFFICE. I FEEL THAT OUR COUNTRY
NEEDS THE TALENT THAT CAN BE PROVIDED BY WOMEN IN GOVERNMENT. *and*



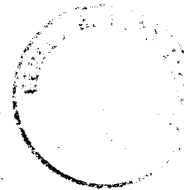
~~I CAME BECAUSE I FEEL STRONGLY ABOUT ALL OF THESE THINGS,
AND BECAUSE MY HUSBAND SHARES THESE FEELINGS WITH ME.~~

~~THERE WAS AN ARTICLE IN NEWSWEEK A COUPLE OF YEARS AGO WHICH
QUOTED SOME PEOPLE ACTIVE IN POLITICS ACROSS THE COUNTRY -- ONE OF
THEM WAS YOUR GREAT COMMITTEE WOMAN. SOME OF YOU MAY REMEMBER
WHAT HOPE HAD TO SAY. } "I DON'T CARE IF THEY ARE TO THE LEFT,
TO THE RIGHT, OR IN THE MIDDLE -- I LIKE A WINNER." -- WELL SO DO I.~~

-7-

WE HAVE GOT 14 WINNERS FOR THE REPUBLICAN PARTY IN THIS
ROOM TODAY. LET'S ELECT THEM TO OFFICE AND MAKE THEM WINNERS
FOR THE STATE OF ILLINOIS.

THANK YOU.



*pls file
Rochester Mich Rally*

31 October 1976

About the Avondale rally:

--Our end held up quite nicely; your end sort of fell apart:

--There was difficulty with the NKVD in getting permission for the color guard to march up the aisle, or chute, or whatever.

--There was difficulty in getting permission from the NKVD for the dog to trot up the aisle.

--There was difficulty with the NKVD over the 200 stick signs we had prepared; as a result the signs were scrapped.

--After arrangements were completed at the gym, we left, having been told that the NKVD would clear the building from 5:30 to 6:15. However, this did not occur, and when we returned at 6:15 the gym was already jammed with people. As a result, we were unable properly to deploy our troops and:

--Our balloon operation flopped.

--Our confetti operation (we finally located some) flopped).

--We were unable to deploy the signs we had specialy prepared for the crowd area in front of the press section.

--Some 1,500 balloons ended up wasted.

(My personal opinion of the NKVD is they should be lined up on the White House lawn every Monday morning, drilled in sixth-grade civics, and be forcefully reminded of the source of their paychecks.)

But--notwithstanding--it was still the dandiest little rally Oakland County has ever seen--Republican or Democrat.

--One radio station said "it must have been the most delightful rally of the campaign for Mrs. Ford."

--Channel 4 called it "a miniature Republican National convention."

--Channel 2 estimated the crowd at 2,000.



--WJR ("America's Great Radio Station," and it really is) estimated the crowd at 2,500.

--Official crowd estimate--prepared by me by computing square footage of floor space available to spectators, plus bleacher capacity--was 2,178.5 . . . which means there was a half-wit in the crowd who escaped the NKVD's attention.

About press coverage:

--There were 13 audio hookups, nine of which were radio stations.

--As for TV coverage, on a scale of zero to 10, it was about 10.5--far, far better than the local boobs usually come up with. I found Mrs. Ford particularly touching on Channel 2 (I never laid eyes on her during the course of the rally, nor heard her remarks). **WAS ON CBS EVENING NEWS - WALTER CRONKITE - MONDAY.**

--Print coverage, predictably, was uneven. See clips.

A couple of miscellaneous items:

--There was one incident--a guy with a Carter sign that included Nixon-Watergate and all that. . . which the tolerant kids of Avondale High quickly disposed of by kneeling the guy in the groin and tearing up the sign. 'I've been attacked!!' the guy wailed to the NKVD. 'Submit a voucher,' they replied.

--One lady fainted and wet all over me as we carried her out. Many others left the gym on the verge of fainting. The NKVD had control of our ventilation options--as a result, the gym was suffocating.

--About 200 people got turned away. Not turned away, really, but when they saw the press of humanity in the gym, they hustled home to watch Carter commercial on the tube.

--After the rally, we made a killing selling "Jerry's" paw-prints at a buck a crack.

This memo will self-destruct in five seconds.

Conspiratorially,

Agent X-9

America's First Lady,
BETTY FORD

Avondale High School
Auburn Heights, Michigan
7 p.m., Wednesday, October 27, 1976

Sponsored by the Republican Committee of Oakland County
and Senator and Mrs. Donald E. Bishop



MRS BETTY FORD

*"O Lord, bless this land and its people, and guide us and our leaders
in the ways of truth and justice."*

Invocation

PROGRAM

Mr. William McLaughlin, Republican State Chairman,
Master of Ceremonies

* * *

WELCOMING REMARKS

State Senator Donald E. Bishop (R-Rochester)

TROOPING OF COLORS

Boy Scout Troop No. 23, Auburn Heights, Michigan,
Mr. Franklin Pretzno, Scoutmaster

NATIONAL ANTHEM

Avondale High School Pep Band, Mr. Greg Kurzhals, Director

PLEDGE OF ALLEGIANCE

Miss Stephanie Warren; Junior, Avondale High School

INVOCATION

Mr. Wesley D. Avram; Senior, Rochester Adams High School

PATRIOTIC MUSIC

Avondale High School Choir, Mrs. Paula Robinson, Director;
and Combined Choirs of Rochester High School and
Rochester Adams High School, Mr. Frank Irish, Director

INTRODUCTION OF GUESTS

Mr. McLaughlin

PRESIDENTIAL PUPPY "JERRY"

Mr. Dan McDonald and Mrs. Lee Watson,
Leader Dogs for the Blind School, Rochester, Michigan

ARRIVAL OF MRS. FORD

Welcoming Remarks by William H. Saville,
Superintendent, Avondale School District

PRESENTATION OF CANDIDATES

Mr. Daniel T. Murphy, Oakland County Executive;
Mr. David M. Serotkin, 12th District GOP Congressional Nominee;
and Mr. Marv Esch, GOP U.S. Senate Nominee

* * *

MRS. BETTY FORD

* * *

ADJOURNMENT

(The White House has requested that all guests remain in the gymnasium until Mrs. Ford and her party have departed.)

THE VICTOR

Hail to the Victors valiant,
Hail to the conquering heroes,
Hail, hail to Michigan
The leaders and the best.

Hail to the Victors valiant,
Hail to the conquering heroes,
Hail, hail to Michigan,
The champions of the West!

The sponsors wish to express their deep appreciation to the Board of Education, Supt. William H. Saville, Mr. Joseph Coe, Principal of Avondale High School, Mr. John Craven, Director of Maintenance, and the students and faculty of the Avondale School District, for their enthusiastic and effective cooperation in helping to make Mrs. Ford's visit to our community possible.



October 27, 1976

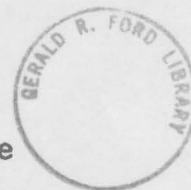
"JERRY"

THE PRESIDENTIAL PUPPY

In September of 1975, President and Mrs. Ford's golden retriever Liberty delivered a litter of pups. The Fords presented one of the puppies as a gift to the Leader Dogs for the Blind School in Rochester, Michigan. The puppy was named Jerry. Jerry will be present at Mrs. Ford's Avondale High School rally, in the care of Mr. Dan McDonald, director of training, and Mrs. Lee Watson, of the school's administrative staff.

Since coming to Michigan, Jerry has been raised by Miss Lisa Jensen, age 16, of Kalamazoo, under the school's 4-H Club program. (Dogs are not accepted for leader-dog training until they are one year old.) He has since been returned to the school to commence training.

The Leader Dogs School for the Blind of Rochester is the largest facility of its kind in the nation and enjoys an excellent international reputation. Last year, the school trained 250 leader dogs. The dogs undergo a three-month training period with a staff trainer, plus an additional month of training with the blind person to whom they will be assigned. Blind students live at the school during this period. About 70% of the school's funding comes from Lions Clubs International. Executive Director of the school is Harold L. Pocklington.



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New Jersey Shopping Mall, Thursday, October 28, 1976
(Revised)

I am here to talk about my favorite candidate
for President---my husband, Jerry Ford.

I'm very proud of the job he is doing. The
President is the first incumbent since Dwight Eisenhower
to seek votes without a single American fighting or
dying in combat.

Since he has been in office, inflation has been
cut in half. Unemployment has been reduced substantially.
More than three million more Americans are working today
than at this time last year.

If you remember those dark days two years ago when
Jerry Ford took office, you know how much better we all
feel about our country and ourselves.

The President is a man of performance, not promises!
Next Tuesday, I hope you will vote for this strong and
experienced leader, who wants to continue the work he
has begun so well.