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ADVOCATES PROGRAM

1. The scheduling will be split, but fully coordinated between the White House and PFC -
  - A. White House - Cabinet and sub-Cabinet, First Family
  - B. PFC - All others including Vice President and Senator Dole

2. Full "position" books will be ready for distribution on \_\_\_\_\_.

3. Updates will be provided from regional desks of PFC.

4. Require the President to lay the law down at an early Cabinet Meeting - preferably next week - in effect a notice to the Cabinet to "put-up or get out."

Remind the Cabinet they will have to assist in local Congressional fundraisers.

5. As much travel as possible will be done in connection with previously accepted speaking engagements - but it does require Cabinet to go out twice a week over next 73 days.

THE PRESIDENT'S CAMPAIGN

I. CAMPAIGN STYLE AND CONCEPT

- A. Teeter's data indicates that the 1976 election is a personality contest, not a battle of issues. Issues will be one of the determinates people use in sizing up each man.
- B. Thus, each candidate's style as perceived by the electorate becomes all important; the President's campaign should strive to project the following characteristics:
- Knowledgeable
  - Solid
  - Stable
  - Decisive
  - Compassionate
  - Trustworthy
  - Future Oriented
  - Experienced
  - Positive

And the campaign must avoid projecting that the President is:

- Political
  - Indecisive
  - Partisan
  - Vicious/vitriolic
  - Republican
- C. The bottom line is that we must show that the President is a better man than candidate Carter by playing to the President's strengths and staying away from the things he doesn't do well.
- D. The polling data indicates that, in general, people like the President as President but not as a campaigner in the traditional sense.
- E. This leads us to recommend that the President campaign from the White House; using the power of the incumbency and foregoing campaign stump appearances until late in the campaign.

## II. CONTENT OF PRESIDENTIAL CAMPAIGN

- A. The debates will overshadow all other Presidential campaign activity; this activity must have the priority call on the President's time.
- B. The President has four other major ways to get across to the people what kind of a man he is:
  - 1. Major speeches which focus on his goals for America. Each major topic should be laid out in a speech.
  - 2. Meetings with various groups
    - To demonstrate concern and understanding of people's problems,
    - To address the needs of various special interests.
  - 3. Performing his Presidential duties with authority and crispness.
  - 4. Frequent Press Conferences.
  - 5. In order to maximize the impact of each of these four tasks, we recommend that issues be grouped under major topics and that each major topic be presented by a cycle of:
    - A speech to lay out the President's position,
    - Meetings with groups interested in the subject,
    - A press Conference to answer questions on the topic.
- C. Under any circumstances, the President should not lead the attack on Carter nor should he campaign in the partisan, stumping style used in the Primary Campaigns.
- D. In the last 2 or 3 weeks of the campaign, it will probably be necessary for the President to travel to key swing states that are close or require shoring up.

### III. THE PRESIDENT'S SCHEDULE

#### A. Between now and Mid-October:

1. Prepare for debates.
2. Make at least one major speech per week (except during debate week) to a key audience in a key state. The trips would be one-day efforts and would include few events other than the speech. These speeches should tie into the issue cycle as outlined in the Campaign Strategy book. Also, the Advertising plan should reinforce the speech message.
3. Hold Press Conferences at least 1 per week. These should also tie into the issue cycle.
4. Meet with key leaders of special interest groups.
5. Schedule activities which highlight the family and his compassion for the less fortunate.
6. Highlight the President performing the duties of office.

#### B. From Mid-October to November 2nd

1. Continue activities outlined above.
2. In addition, schedule campaign trips into key states to deal with swing groups required to carry the state. This travel will probably require three or four days a week for this two to three week period.
  - a. The swing states and swing groups will be refined by Teeter as the campaign progresses.
  - b. At least one of these campaign swings should be a whistle stop train trip. Cavaney will begin surveys in September to develop creative trip concepts.

#### IV. USE OF THE FIRST FAMILY

- A. The principal task of the First Family should be to reinforce those personal qualities of the President that we are trying to get across to the electorate. We should not ask them to deal with campaign issues or to attack candidate Carter.
- B. Since the President will not be travelling extensively early in the campaign, First Family members should be used in political forums the President cannot reach. This travel should concentrate on key states and key groups.
- C. Mrs. Ford is greatly respected because she is independent from the President; we should not try to discourage this independence.
- D. We should seek out major events where the Family can be used together. As a group, they make a stronger impression than they do separately.
- E. Of course, each First Family member's schedule should focus on events they do well.

#### V. KEY POLICY CALLS TO RESOLVE

- A. Where, when and how should the President launch the campaign? From our meeting yesterday, we agreed that the campaign should begin with a vision oriented speech on a Catholic University campus sometime before the first debate.
- B. Where should the President end the campaign? We recommend that the President arrive in Grand Rapids on election eve, overnight, vote the next morning and depart for Washington.
- C. How do we deal with other Republican candidates for office and their requests for Presidential campaign assistance? We recommend that the President help out candidates by signing letters, posing for pictures etc. but not going out on the campaign trail for them.

- D. How do we deal with requests for fundraising assistance from the RNC, the Congressional Campaign Committees, the State parties, other candidates?  
We recommend that the President limit fundraising appearances to the October 7th event for the RNC. He should adopt a policy of no fundraising appearances for individual candidates.

He can offer instead to sign fundraising letters if necessary.

- E. How much press exposure beyond Press Conferences should the President have?  
We recommend accepting a limited number of national interviews but instead concentrate on media in target states and target groups. These interviews should be supplemented by First Family interviews.



## THE PRESIDENT'S CAMPAIGN

### I. Style

- A. Project a Presidential-leadership image, do not appear political or partisanly Republican.
- B. Forego campaign stump appearances until late in the campaign; and then only if necessary.
- C. Strive to project that the President is the following:
  - Knowledgable
  - Solid
  - Stable
  - Decisive
  - Compassionate
  - Trustworthy
  - Future Oriented
  - Experienced
  - Positive
- D. Do not project that he is:
  - Political
  - Indecisive
  - Partisan
  - Vicious/Vitriolic
  - Republican
- E. The bottom line - We must show that the President is a better man than Candidate Carter by playing to the President's strengths and staying away from the things he doesn't do well.

### II. Content of Presidential Campaign

- A. The debates will overshadow all other Presidential campaign activity; this activity must have the priority call on the President's time.
- B. The President has four other major ways to get across to the people what kind of a man he is:
  - I. Major speeches which focus on his goals for America. Each major topic should be laid out in a speech.

2. Meetings with various groups
  - To demonstrate concern and understanding of people's problems
  - To address the needs of various special interests
3. Performing his Presidential duties with authority and crispness.
4. Frequent Press Conferences.
- C. Under any circumstances, the President should not lead the attack on Carter nor should he campaign in the partisan, stumping style used in the Primary Campaigns.
- D. In the last 2 or 3 weeks of the campaign, it will probably be necessary for the President to travel to key swing states that are close or require shoring up.

### III. The President's Schedule

- A. Between now and Mid-October:
  1. Prepare for debates.
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  3. Hold Press Conferences at least 1 per week. These should also tie into the issue cycle.
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  5. Schedule activities which highlight the family and his compassion for the less fortunate.
  6. Highlight the President performing the duties of office.

- B. From Mid-October to November 2nd
1. Continue activities outlined above.
  2. In addition, schedule campaign trips into key states to deal with swing groups required to carry the state. This travel will probably require three or four days a week for this two to three week period.
    - a. The groups which require focus based on our present information are:
      - Catholics
      - Jews
      - Young Voters
      - Upper blue collar voters
      - Lower White collar voters
      - Middle and Upper Middle Class
      - good Government suburbanites
    - b. At least one of these campaign swings should be a whistle stop train trip.
    - c. This travel must be done well with a minimum of partisan heat; the people like the President as President but not as a campaigner.

IV. Use of the First Family

- A. The principal task of the First Family should be to reinforce those personal qualities of the President that we are trying to get across to the electorate. We should not ask them to deal with campaign issues or to attack Candidate Carter.
- B. Since the President will not be travelling extensively early in the campaign. First Family members should be used in political forums the President cannot reach. This travel should concentrate on key states and key groups.
- C. Mrs. Ford is greatly respected because she is independent from the President, we should not try to discourage this independence.

- D. We should seek out major events where the Family can be used together. As a group, they make a stronger impression than they do separately.

V. Key Questions to Resolve

- A. Where, when and how should the President launch the campaign?
- B. Where should the President end the campaign?
- C. How do we deal with Grand Rapids and the home state?
- D. How do we deal with other Republican office holders and their requests for Presidential campaigning assistance?
- E. How do we deal with requests for fundraising assistance from the RNC, the Congressional Campaign Communities, the State Parties?
- F. How much press exposure beyond the Press Conferences do we want the President to have? Should we discourage or encourage one-on-one interviews by major press figures?

Standing of Presidential Races Immediately Following Party Conventions (a)

	<u>Vote Intention</u>	<u>Actual</u>
<u>1952</u>		
Eisenhower	47%	55%
Stevenson	41	45
Undecided	12	
<u>1956</u>		
Eisenhower	51	58
Stevenson	43	42
Undecided	6	
<u>1960</u>		
Nixon	50	49
Kennedy	44	50
Undecided	6	
<u>1964</u>		
Johnson	59	61
Goldwater	31	37
Undecided	10	
<u>1968</u>		
Nixon	43	43
Humphrey	31	42
Wallace	19	14
Undecided	7	
<u>1972</u>		
Nixon	64	62
McGovern	30	38
Undecided	6	

(a) Source: The Gallup Poll

STRATEGY

POLLING REVIEW

Gallup (post Dem. Convention)	Gallup <u>8/9</u>	Gallup <u>8/9</u>	MOR <u>8/14</u>
62	56	52	48
29	33	33	33

PRIORITY STATES

(A)

CONSTITUENCIES

Base Republican 95%  
 Ticket splitters - 2 groups 60-65%

Upper Middle

Suburban  
 Rep. Tendency  
 Younger  
 More affluent/better  
 educated  
 High school and some  
 college  
 High media intake print  
 Conservative economically  
 Moderate conservative  
 socially

Upper Working Class

Upper blue collar  
 Lower white collar  
 High school educated  
 Dem. tendency  
 TV  
 Liberal economically  
 Conservative socially

Both upward mobile  
 Both younger  
 Candidate oriented

SPECIAL GROUPS

Catholic  
 Jewish  
 Younger

August 24, 1976

CANDIDATE PERCEPTION

	<u>Positive</u>	<u>Questions</u>	<u>Negative</u>
FORD	Honest Decent	Intelligent Political openness Compassionate/ understanding	Not strong leader Not decisive
CARTER	Honest/moral Social conservative restore traditional American values Good Democrati Economic liberal	Religious fanatic	Not experienced Not specific No record of accomplishment
REVIEW MAPS			

August 24, 1976

THEME

Trust Ford more than Carter to sit in Oval Office and make value judgments for you.

DESIRED PERCEPTION

FORD

Intelligent  
Competent  
Knowledgeable  
Compassionate  
Decisive  
Stable  
Even-handed  
Trustworthy  
Forward-looking

CARTER

Calculating  
Manipulative  
Inexperienced  
No record of accomplishment  
Not specific  
Classic Liberal Democrat  
Soft/fuzzy  
Thin-skinned

NEW DIMENSION OF FREEDOM  
NEW FREEDOM  
NEW GENERATION OF FREEDOM

MISC.

Break stereo type  
Use anti-establishment record  
Ask for support



CARTER ON FOREIGN POLICY

For Elliot Richardson, et al

The President's single most important responsibility is the conduct of foreign affairs. Under modern conditions, we rely on the President to maintain peace and to protect our national interest in our relations with other nations.

President Ford is well prepared, by both experience and temperament, to carry out this responsibility. During the two years that he has been in office, President Ford has made real progress at relaxing international tensions, strengthening our security, improving relations with our allies, and advancing the cause of human rights.

Jimmy Carter, in contrast, has little in his background or experience that would prepare him for this awesome responsibility. As a result, he has been driven to rely on the familiar Democratic foreign policy establishment -- the very same people who got us heavily involved in Vietnam in the 1960s, and who formulated the series of foreign policy blunders that helped lead to the series of foreign and domestic crises in which the United States seemed trapped in 1968.

Our Presidents since World War II have all been men with broad foreign policy experience before they reached the White House. Indeed, one must go back to the time of Grover Cleveland and Benjamin Harrison to find Presidents with no exposure to the problems and responsibilities of foreign policy before their election to the nation's highest office.

In the nineteenth century, the United States was primarily a continental power. It did not matter too much if a new President had no experience beyond dealing with the problems faced by the Governor of a single state. But now we have responsibilities all over the world. The President must respond quickly and expertly to emergencies that arise in distant reaches of the globe. He must understand the thought processes of foreign leaders who have grown up under political and social systems that are far different from ours. He must have a reputation for strength, wisdom, and coolness under fire, so that when he speaks, both our enemies and our friends know that he means business.

Beyond that, our President must have the kind of background and knowledge that give him confidence in his own judgment. I can tell you that when a major international problem arises, the man who sits in the Oval Office at the White House receives all kinds of conflicting pleas and advice from high-ranking individuals and groups -- most of whom see the problem from their particular vantage point, be it military, diplomatic, or economic. In the end, the President must decide. If the President cannot draw on personal knowledge and experience with similar problems, he is likely to base his decision on irrelevant factors such as his personal relationships with particular advisors, or who makes the most belligerent argument, or even who talks to him last.

The President cannot be an expert in all phases of defense or foreign policy. But he must have the experience and knowledge that enable him to judge and choose among the experts.

Jimmy Carter simply does not meet that description. Is it safe -- under today's conditions -- to take a man in one jump from the political backwoods to the pinnacles of world diplomacy? Jimmy Carter may know how to raise a campaign war chest in Georgia -- but does he understand the intricate details of diplomatic relations in Eastern Europe -- in Africa -- in the Middle East? When confronted with a crisis, would he know where to fix with precision the exact level of response that was neither too little nor too much?

Carter's behavior and pronouncements during the course of this year's campaign suggest sobering answers to these questions.

At the beginning of the campaign, Carter said that he would cut the defense budget by \$15 billion. More recently, he has been saying that he would make cuts of from five to seven billion. But he does not say where or how these cuts would be made. If he does not know where he would make cuts, how does he know how much he would make? The answer seems to be that he begins with a figure that meets his political needs, rather than one that will meet the nation's defense needs.

Then he has said that he would withdraw American troops from South Korea. Of course we would all like to bring our troops home from Korea. But the small force that we maintain there is a vital link in maintaining the overall peace and balance of influence in the Far East. If we leave Korea now, we will undermine our relations with Japan, reduce our credibility with China, and provide a tempting target for intervention by the Soviet Union. We are in Korea to help keep the peace in Asia. When an American leader suggests pulling out, we run the risk of a repetition of the mistake made by Dean Acheson when he said in 1950 that South Korea was outside our defense perimeter - thereby bringing on the attack by North Korea on South Korea later that year.

Just one more example -- Carter has indicated that we should be prepared to work with Communist parties if they come to power in the countries of Western Europe. Here again, he is intervening -- no doubt inadvertently -- in the internal politics of our allies. What he does not seem to realize that if a candidate for President of the United States says that he will work with Communist parties in friendly countries, this has a disturbing impact on the entire political balance in these nations. The nations of Southern Europe, in particular, are going through periods of sensitive political development. We do not aim to become involved in our allies' internal politics. But we certainly do not want to lend encouragement or comfort to the anti-freedom parties in those countries.

Carter has at least had the sense, as the campaign has gone on, to realize that he is not personally equipped to deal with the problems of foreign policy. But who has he turned to? The same old crowd of foreign policy experts who staffed the State Department and the National Security Council during the Kennedy and Johnson administrations. These are the people who brought us Vietnam, who led us to an all-time low in our relations with our European allies, who consistently ignored Africa and most other parts of the developing world. I am afraid that it must be said of these members of the Democratic foreign policy establishment that, like the Bourbons of France, they never forgot anything and they never learned anything. They are all set to refight the battles of the 1960s -- with the additional burden that they would now be trying to prove that they were not wrong from the start.

I say: Don't let them do it again. They had their chance. Their policies failed. We don't want them back.

President Ford is charting a steady, confident, progressive course in foreign policy. We need to keep his experienced hand at the helm.

\* \* \*

## President Ford

*draft*

In the two years since he assumed the Presidency, Gerald Ford has restored the United States to its preeminent position in foreign affairs through a steady and quiet series of diplomatic achievements. These actions include:

- Summit level meetings with our allied colleagues which have included two summits with NATO leaders in 1975 and the milestone economic summits at Rambouillet (November, 1975) and Puerto Rico (June, 1976). Our allies once again look upon the United States as the dependable leader of the free world.
- President Ford has had a total of 121 meetings with foreign leaders, visiting fourteen countries in his two years in office.
- The Sinai Agreement of 1975 achieved by President Ford has been hailed by both Israel and Egypt as a possible turning point in the turbulent history of the Middle East. It was the first Arab-Israeli agreement that was not the result of hostilities.
- The President's historic initiatives in calling for Economic Summit Conferences of the world's industrialized democracies resulted in common agreement among these Western nations cooperate in the international monetary area, follow non-inflationary policies at home, and work closely together in future economic decisions.
- The Vladivostok Agreement of November, 1974, broke a two and one half year deadlock between the United States and the Soviet Union only three months after President Ford took office. It laid the groundwork for a new long-term SALT agreement, negotiated by President Ford and providing for the first time for on-site inspection and observation in monitoring nuclear explosions in the Soviet Union.
- The historic and courageous initiative taken this year by President Ford in working with the moderate nations of Africa to achieve peaceful solutions and democracy and avoid further bloodshed in the racial conflict in South Africa and Rhodesia.
- In November 1974, the Mr. Ford became the first American President to visit Japan, thus reaffirming in dramatic fashion America's stake in the security and well-being of Asia in the wake of the Indochina conflict.

Jimmy Carter

There is a great deal of suspicion that Jimmy Carter lacks the experience that is required to be President of the United States. Nowhere is this more evident than in the area of foreign affairs, where the one term Governor of Georgia has had virtually no experience at all.

- Jimmy Carter has called for a reduction in the United States defense budget of anywhere between \$5-7 billion. He has apparently chosen to ignore virtually every foreign policy and defense expert on this matter, all of whom have testified that this is a time when the Soviet Union is in the midst of an unprecedented build up in their own military might.
- Carter has also asserted that he would seek the counsel of the Soviet Union in finding a resolution of problems, suggesting a "common approach" in the conflict in the Middle East. Jimmy Carter has apparently chosen to ignore recent history, which shows the Soviet Union on the decline in this area of the world, with no influence in Israel, at odds with their one-time ally Syria, and with their chief instrument of terror, the PLO, in shambles. And so, at a time when the Russians are on the outside of the Middle Eastern conflict, Jimmy Carter's first step is to promise them a role in advance in a proposed settlement.
- Jimmy Carter has also proposed to invite the Soviets to work toward a settlement of the threat that North Korea poses for South Korea. Once again, Jimmy Carter has chosen to ignore the simple fact that the major influence in the Korean problem is not the Soviet Union but Communist China, and to invite the Soviets to work in this area threatens to alienate the Chinese in their most sensitive concern - Northeast Asia.
- Finally, Jimmy Carter has proposed in the primaries that the United States seek to establish working relations with the Communist leaders of Western countries such as Italy.
- Jimmy Carter has been all things to all people as a candidate seeking votes. If he continues this attitude as this nation's representative to the rest of the world, he will threaten our foreign relations, for diplomacy demands leadership and not campaign skills, individual courage and not just political cunning.

Jimmy Carter has repeatedly decried the lack of leadership in America today and has stated unequivocally

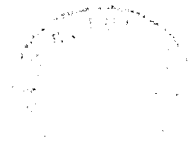
that if he <sup>were</sup> President, the buck stops at his desk.

~~It would seem that the buck should stop with Mr Carter in while that is an admirable position to take, it is not the following situations. For if Mr Carter isn't responsible, who is responsible for Mr. Carter's campaigns. Situations arising in his campaign:~~

1. When the charges surfaced of the \$150,000 of walking-around money in the Carter campaign, Carter responded only that he did not know about it and that it should not have been done. No official of his campaign was identified as being responsible for authorizing those payments, and no one has ever been publicly reprimanded or fired for them.

2. When the advance manual called upon Carter advancemen to misrepresent and distort in order to raise crowds for Carter's appearances, the response on behalf of Carter was that Jimmy did not know about it and that the manual would be corrected. No one was publicly identified as being responsible for the manual and its contents, nor was anyone publicly reprimanded or fired.

3. When criticism of George Bush as a political hack leaked from the Carter campaign, the only response was that Jimmy didn't know about it and would never have authorized it. No one was publicly reprimanded or fired.





4. When charges were raised that dirty tactics had been used in Carter's 1970 gubernatorial campaign in apparent violation of State law (for non-disclosure of the source of campaign literature), the only response has been that no charges have been made that Carter personally knew about the smear campaign, although flyers for the campaign were allegedly stored in the storeroom of the Rafshoon Advertising Agency. To date no one has ever been reprimanded for that action.

5. Bill Safire of the New York Times has written that several senior Carter campaign aides, in a late night drinking session with the press, made several tasteless racially-oriented jokes. To date, no one has been publicly reprimanded or fired nor has the public been told that racial jokes by Carter's staff are not in order.

6. Nicholas Horock has written that among the contributors to Carter's gubernatorial campaign was Mr. Erwin D. Rabhan who contributed over a period of two years approximately \$8,600 to candidate Carter, in amounts of \$200-300 a month. In addition, Rabhan was a private pilot who flew Carter around the State in his private plane. Apparently, Mr. Rabhan has since been investigated by FHA and although the FBI wished to question him, Mr. Rabhan left the country. There have been no explanations from Governor Carter of what his relationship with Mr. Rabhan was.

It is time that Governor Carter told the truth, the whole truth, and nothing but the truth with respect to matters such as these. Or is this just politics as usual for a politician who, in the phraseology of William Shakespeare, is merely telling "a tale full of sound and fury, signifying nothing."

We believe the American people are owed an explanation by Mr. Carter.

# CARTER SAYS BUSINESS GAVE \$57,000 IN 1970 IN HIS GOVERNOR RACE

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Some Companies on List Had  
Dealings With State—One Later  
Was Investigated by U.S.

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By **NICHOLAS M. HORROCK**

Special to The New York Times

THE WHITE HOUSE  
WASHINGTON

Date

✓  
1/14

TO:

Ron

FROM:

John G. Carlson

Info from  
this morning's  
scheduling mtg.



ADVOCATES IN EARLY PRIMARY STATES

NEW HAMPSHIRE

Tower - Jan. 24, 25  
President Ford - Feb. 7-8  
Richardson - Feb. 10-11-12  
McCloskey - Feb. 12-15

MASSACHUSETTS

Zarb - Jan. 16  
Seamans - Feb. 19-20  
Greenspan - March 26  
Seamans - March 5

FLORIDA

Seamans - Jan 16  
Morton - Jan. 18  
Russell Train - Jan 30  
Butz - Feb. 17  
Levi - Feb. 25  
Lynch - Feb. 6  
Seamans - Jan 15 - 16  
Siler - Jan. 22-23  
Snow - Feb. 17

NORTH CAROLINA

Simon - Jan. 20  
Butz - Jan. 26

ILLINOIS

Zarb - Jan 20	Simon - May 3
Matthews - Jan 23	Bell - Jan 24
Butz - Feb. 13	Bell - Feb. 25
Butz - April 9	Bell - Feb. 3
Feltner - March 10	Bell - Jan 28

NEW HAMPSHIRE ADVOCATES COMMITMENTS

TOWER

McCLOSKEY

RICHARDSON

SIMON

ZARB

SCRANTON

FLORIDA ADVOCATES COMMITMENTS

BUTZ

MORTON

LAIRD

SIMON

RUSSELL TRAIN

MARJORIE LYNCH

SCHEDULE FOR ADVOCATES

JAN. 13	Butz - Chicago Butz - Des Moines
Jan. 14	Morton - Des Moines
Jan. 15	Morton - Des Moines
Jan. 24	Tower - New Hampshire
Jan. 25	Tower - New Hampshire
Jan. 26	Kleppe - Denver
Jan. 27	Morton - Los Angeles
Jan. 28	Rockefeller - New York
Jan. 28	Butz - Las Cruces
Jan. 30	Rockefeller - Detroit

PENDING VISITS FOR THE MONTH OF JANUARY

Jan. 29	Seidman
Jan. 30	Simon - Milwaukee
Jan. 30	Butz - Lansing



SCHEDULE FOR ADVOCATES

Feb. 7                    President Ford - New Hampshire  
Feb. 8                    President Ford - New Hampshire  
Feb. 10                   Richardson - New Hampshire  
Feb. 11                   Richardson - New Hampshire  
Feb. 11                   Simon - Florida  
Feb. 12                   Richardson - New Hampshire  
Feb. 12                   Simon - Florida  
Feb. 13                   Laird - St. Louis  
Feb. 12 - 15            McCloskey - New Hampshire  
Feb. 17                   Butz - Tampa / St. Petersburg  
Feb. 17                   Kleppe - Omaha  
Feb. 19                   Kleppe - Bismarck  
Feb. 19                   Jim Baker - Austin

PENDING VISITS FOR THE MONTH OF FEBRUARY

Feb. 3-5                Zarb - New Hampshire  
Feb. 25                 Zarb - Detroit



SCHEDULE FOR ADVOCATES

March 11            President Ford - Los Angeles

March 12            President Ford - San Francisco

PENDING VISITS FOR THE MONTH OF MARCH

March 18            Simon - Cincinnati

March 31            Simon - Indianapolis

SCHEDULE FOR ADVOCATES

April 10            Butz - Minneapolis



THE WHITE HOUSE  
WASHINGTON

Date

6/29

TO:

Ron

FROM: John G. Carlson

This was  
distributed by  
Jim Austin at  
the scheduling  
mtg.

*Cole*

# President Ford

## "A Winner in November"

The greatest concern to all Republicans as we draw near the National Convention in Kansas City, is selecting a Presidential candidate who is most capable of leading the Party to victory against the probable Democratic nominee--Jimmy Carter.

As Republicans, we have all been listening carefully to the arguments from both campaigns. Governor Reagan has based his electibility on his supposed strength in the South and the West, and among Independent and Democratic voters.

Similarly, we have heard that President Ford runs stronger in the big Northeastern industrial states and the Midwest--where Jimmy Carter is at his weakest.

As concerned Republicans, we have to listen to every argument, because we are the ones who would feel the grass-roots effect of a Democratic sweep. So what do the non-partisan, independent pollsters have to say?

MYTH #1: Ronald Reagan will run stronger than Ford against Carter in the South.

TRUTH : President Ford has run consistently better than Reagan against Carter in the South.

	<u>Ford</u>	<u>Carter</u>	<u>Reagan</u>	<u>Carter</u>
HARRIS SURVEY May 6, 1976	38%	55%	32%	56%
N.Y. TIMES* May 28, 1976	44%	-	39%	-
HARRIS SURVEY@ June 4, 1976	48%	-	40%	-
GALLUP POLL June 21, 1976	32%	61%	30%	65%

\*Taken among Republicans only

@Taken among Republicans and Independents only

MYTH #2: Reagan will dominate the West against Carter.

TRUTH : Ford runs a full 11% ahead of Carter in the West, while Reagan runs 9% behind.

In fact, the most recent Mervin D. Field California Poll shows that President Ford draws even with Carter-- and Ronald Reagan loses, in his home state, by 8%.

	<u>Ford</u>	<u>Carter</u>	<u>Reagan</u>	<u>Carter</u>
HARRIS SURVEY* May 6, 1976	50%	39%	40%	49%
FIELD SURVEY (California) June 10, 1976	40%	41%	38%	46%

\*Taken in the West only

MYTH #3: Ronald Reagan is better able than President Ford to put together the coalition of Republicans, Independents, and unhappy Democrats necessary to win in November.

TRUTH : President Ford holds a 60-30% lead over Reagan among Republicans and Independents--an advantage which has built steadily over the last 9 months.

And, among Democrats, President Ford runs a full 11% stronger against Carter than does Reagan.

#### Republicans and Independents

HARRIS SURVEY	<u>Ford</u>	<u>Reagan</u>
May 76	60%	30%
Feb. 76	51%	34%
Nov. 75	44%	43%

#### Democrats

	<u>Ford</u>	<u>Carter</u>	<u>Reagan</u>	<u>Carter</u>
GALLUP POLL June 21, 1976	22%	71%	17%	77%

A Winner in November -- President Ford.

ITEM: President Ford runs stronger than Reagan against Carter in every region of the country; and among college educated voters, business executives, and independents. (Harris Survey, May 6, 1976)

ITEM: Ford runs even with Carter in the East, and beats Carter in the West. Reagan loses to Carter in every region.

ITEM: In the Midwest, Ford beats Reagan 2 to 1 (59% to 28%). Ford's advantage here is particularly important, since the Midwest is Carter's second strongest area.

ITEM: In the Northeast, where Republicans will have to pick up the electoral votes of states like New York, New Jersey, and Pennsylvania, Ford runs even with Carter--but Reagan loses to Carter almost 2 to 1.

ITEM: The President has far greater electoral strength in comparison with Ronald Reagan. Reagan's primary state victories represent only 153 electoral votes. President Ford, on the other hand, has won primaries in 10 of the 13 major electoral states which represent 258 electoral votes. Needed to win in November: 270 electoral votes.

\* \* \* \*

President Ford and the Republican Party

President Ford has dedicated his political career to ensuring the success of the Republican Party. During his seven years as House Minority Leader, Gerald Ford made 511 appearances at Republican fundraisers and events across the country. He continued this activity by making 55 appearances while Vice President; and, despite opinion polls which advised to the contrary, President Ford made 24 major appearances for the Republican Party after assuming the Presidency.

10 of the living former Republican National Committee Chairmen--including Ray Bliss, Bill Miller, Sen. Bob Dole, Dean Burch, and Thruston Morton--have endorsed President Ford's candidacy.

\* \* \* \*

On the other hand, Richard Viguerie, a leading Conservative backer of Governor Reagan, and former fund raiser for George Wallace, has pledged "...to move heaven and earth..." to defeat President Ford in order to bring about the demise of the Republican Party.

"...If Reagan is not the nominee, we will do everything we can to cause Ford to lose...The public has made it very clear that it will not buy the word Republican."

\* \* \*


In this crucial election year, Republicans need candidates who are interested as much in strenghtening their Party and their Nation as they are in their own political success.

# President Ford Committee

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

June 25, 1976

MEMORANDUM FOR PRESIDENT FORD COMMITTEE ADVOCATES

FROM: ROGERS C. B. MORTON 

SUBJECT: Items of Interest

President Ford's record, as well as the "electability" issue, continue to dominate discussions regarding who the Republican nominee should be in the fall. The attached information should provide you with useful background information on these subjects.

I hope you will have an opportunity to use this information in your own discussions as well as in any speeches you might give where such topics are of interest. While pointing out the President's strengths, this polling data and others which I am sure you have seen, indicate that the fall campaign will be a great challenge demanding the maximum effort from us all.

Thank you for your continued support and assistance.

# President Ford

*"A Winner in November"*

The greatest concern to all Republicans as we draw near the National Convention in Kansas City, is selecting a Presidential candidate who is most capable of leading the Party to victory against the probable Democratic nominee--Jimmy Carter.

As Republicans, we have all been listening carefully to the arguments from both campaigns. Governor Reagan has based his electibility on his supposed strength in the South and the West, and among Independent and Democratic voters.

Similarly, we have heard that President Ford runs stronger in the big Northeastern industrial states and the Midwest--where Jimmy Carter is at his weakest.

As concerned Republicans, we have to listen to every argument, because we are the ones who would feel the grass-roots effect of a Democratic sweep. So what do the non-partisan, independent pollsters have to say?

MYTH #1: Ronald Reagan will run stronger than Ford against Carter in the South.

TRUTH : President Ford has run consistently better than Reagan against Carter in the South.

	<u>Ford</u>	<u>Carter</u>	<u>Reagan</u>	<u>Carter</u>
HARRIS SURVEY May 6, 1976	38%	55%	32%	56%
N.Y. TIMES* May 28, 1976	44%	-	39%	-
HARRIS SURVEY@ June 4, 1976	48%	-	40%	-
GALLUP POLL June 21, 1976	32%	61%	30%	65%

\*Taken among Republicans only

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MYTH #2: Reagan will dominate the West against Carter.

TRUTH : Ford runs a full 11% ahead of Carter in the West, while Reagan runs 9% behind.

In fact, the most recent Mervin D. Field California Poll shows that President Ford draws even with Carter-- and Ronald Reagan loses, in his home state, by 8%.

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In this crucial election year, Republicans need candidates who are interested as much in strengthening their Party and their Nation as they are in their own political success.

## PRESIDENT FORD

### 10 REASONS WHY HE SHOULD CARRY THE GOP BANNER IN NOVEMBER

#### 1. Ford has a strong record as President.

-- Under President Ford's leadership, the U.S. is now in the full surge of economic recovery. Inflation has been cut from 12% to less than 6%. Over 1.3 million new jobs have been created since early 1975, erasing the losses of the recession.

-- Ford is the first President since Eisenhower who can campaign with America at peace.

-- President Ford is also building new faith and trust in the Presidency itself.

-- President Ford's leadership has ended a long period of turmoil and dislocation. Through continuity in the Presidency, we can sustain our economic recovery, ensure peace and restore integrity to our public institutions.

#### 2. Ford runs ahead of Reagan on all key issues.

-- Polls consistently show that the economy is the number one concern of the American people. Among independents and Republicans, pollster Louis Harris finds that Ford is rated as better able than Reagan to handle inflation (47-26), better able to handle unemployment (44-24), and better able to control Federal spending (51-31).

-- Integrity in government is the second most important issue to voters, and here Ford beats Reagan by 44 to 26.

-- Only in some areas of foreign policy does Reagan beat Ford, and foreign policy is a distant fourth among voter concerns this year.

#### 3. Ford runs better against Carter.

-- In every major poll by Gallup and Harris, Ford runs consistently better than Reagan against Jimmy Carter. Both Republicans are now running behind, but President Ford has a much better chance of overcoming Carter's early lead. In December of 1975, when Reagan was in the first flush of his candidacy, he was the choice of the Independents over Ford by 47 to 32 and was tied among Republicans at 45-45, Gallup, January 11, 1976. By June, the President had clearly overcome the Reagan lead and was the preferred choice over Reagan by a 60 to 30 margin among Republicans and 58-30 among Independents, Harris, June 6, 1976.

4. Ford has shown broad, national appeal; Reagan has not.

-- President Ford is the only candidate in either party who has demonstrated broad, national support. He has beaten Reagan in the Northeast (New Hampshire, Massachusetts, etc.), in the big industrial states of the North (Pennsylvania, New York, New Jersey), in the South (Florida), in the border states (Kentucky, Tennessee), in the Midwest (Michigan, Illinois), and even in the Far West (Oregon).

-- According to the New York Times/CBS New poll of May 28, 1976, Ford beats Reagan among Republicans in the South 44 to 39. Ford wins in the East 59 to 30, loses in the West 35-50 and wins in the Midwest 59 to 28.

-- With the exception of Indiana, Reagan has never demonstrated an ability to win outside the Sunbelt.

-- Overall, in the 30 state primaries this year, Ford won more votes than Reagan by a margin of 52-48.

5. Ford has a much more credible electoral strategy than Reagan.

-- Ford has a natural, strong base in the big states of the Midwest where Carter has not shown great strength. Those states represent over 140 electoral votes. Ford would also be able to draw upon traditional Republican strength in the Great Plains and Mountain states, could make inroads in the South and border states, and -- despite the claims of the Reagan campaign -- would have as good a crack at the West as Reagan. Because of Carter's weaknesses in the Northeast, Ford would have a better-than-even chance there.

-- Reagan, on the other hand, is a candidate whose strength is confined to the South and the West. In the South, Carter's total votes in the primaries have been higher than Reagan's by about a 3-1 margin, raising serious questions about Reagan's ability to win there.

-- Reagan's chances would clearly be improved in the West, but standing alone, the Western states are far less than needed for victory. It is also important to recognize that in California, Ford runs better against Carter than does Reagan. A Field poll conducted May 31 - June 5, 1976 shows Carter holding a slim 41-40 lead over Ford, but Carter leads Reagan 46-38.

-- To win, a Republican candidate must be able to sweep some of the bigger, most populated states. The primary states where Reagan has won have often been the ones with the fewest primary votes; altogether, Reagan's primary states represent 153 electoral votes. Ford, on the other hand, has won primaries in 10 of the 13 major electoral states which represent 258 electoral votes. Needed to win in November: 270 electoral votes.

6. Ford is better able to run against Carter's weaknesses.

-- Carter's greatest weaknesses are his lack of experience on the national and international levels and his lack of clarity on a broad range of issues.

-- In more than a quarter of a century of public life, President Ford has taken positions on thousands of issues and has many concrete programs for the future. Moreover, for those voters who want a man of experience in the most powerful office on earth -- and the number of such voters will grow as the election draws closer -- Ford represents a clear choice.

-- Reagan, on the other hand, has not been forced to deal with national and international issues in great detail, and more importantly, he has no practical experience in meeting such issues. Just as he is stronger where Carter is strong among the anti-Washington voters, he is weaker where Carter is weak. For the voter who does not like Carter because of his lack of experience and reliability, Reagan does not offer a clear choice. Only President Ford does.

7. Ford does not have Reagan's liabilities.

-- Fairly or not, if Reagan were the GOP nominee, the Democrats would use his statements on his \$90 billion plan, Social Security and the TVA to depict Reagan as an extremist. No one who has ever been successfully branded as an extremist has ever won the Presidency.

-- Fairly or not, the Democrats would use Reagan's statements on Angola, Panama and Rhodesia to brand him as a dangerous, trigger-happy candidate.

-- Fairly or not, the Democrats would seek to exploit Reagan's background as an actor.

-- Fairly or not, the Democrats would try to portray Reagan as a man who would lead the country into nuclear war. We might even see the daisy ads again.

-- Fairly or not, Democrats will try to rip holes in Reagan's record as Governor of California, arguing that he increased taxes, that his welfare program failed, etc.

-- Fairly or not, Democrats will also seek to exploit Reagan's personal tax records. For instance, a recent commentator on 60 Minutes blasted Reagan for accepting public funds to run his campaign while paying only minimal personal taxes to the Government.

8. Reagan presents the risk of another 1964.

-- In one of his most recent national surveys, May, 1976, Lou Harris found Carter beating Reagan 53-34 while holding a narrower 47-43 lead over Ford. Reagan could beat Carter only among conservatives (46-43); among all other constituencies, Reagan ran considerably behind Carter. Concluded Harris: "The pattern now being run by Reagan against Carter is highly reminiscent of that of Arizona Senator Barry Goldwater in the 1964 presidential election, when he lost by a landslide to Lyndon Johnson. This pattern thus indicates that in 1976 the electorate is highly unlikely to vote for an all-out conservative for President."

-- In 1964, the GOP lost 20% of its seats in the House, 6% of its seats in the Senate, and some 600 seats in State Legislatures.

-- A repeat of that 1964 performance in 1976, combined with retirements that have already been announced, could reduce GOP membership in the House to just over 100 Members -- the lowest ebb for the Republican Party since 1934.

-- With better than a 3-1 majority of Democrats in the House, a 2-1 lead majority in the Senate, and a Democrat in the White House, the liberal Democrats could run rough-shod over every Republican position.

-- State House losses could be even more devastating. As of today, Republicans control only a fourth of the Governors' chairs. Six GOP Governors are up this year. Can we afford another 1964 in the State Houses?

-- Who would suffer most from a debacle? In 1964, conservative Republicans suffered the greatest losses while their more liberal colleagues remained unscathed.

9. Only Ford can unite the Republican Party.

-- NBC polls indicate that the potential rate of defection to Carter among Reagan and Ford backers could be as high as 45% -- enough to devastate either Republican candidate. For a

Republican to win, it is essential to keep these voters in the fold and then reach out to Independents and Democrats dissatisfied with Carter.

-- A Reagan nomination -- representing, as it would, a repudiation of Republican leadership, could split the party so badly that it is very questionable whether the GOP could be put back together again.

-- President Ford, on the other hand, has demonstrated that he can work with Republicans of every political belief, from one end of the spectrum to the other. His allies include not only conservatives such as Senator Tower but liberals and moderates such as Senator Percy. That sort of broad appeal will be essential to a Republican victory in the fall.

10. President Ford deserves the Republican nomination.

-- Gerald Ford never sought the Presidency. He was asked to come forward at a time when his party -- and his Nation -- were in deep trouble. He has served both as well as any man could.

-- For his party, Gerald Ford has traveled from one end of the country to the other, helping other Republican candidates, raising money for State parties that were in need, and reviving Republican hopes. In the fall of 1975, even when the polls showed that his political trips were hurting his standing with the public, he went to GOP fundraisers in order to put many State parties back in the black.

-- For his country, Gerald Ford has guided us gently, but firmly, out of one of the deepest troughs in recent history. He has put the nightmares of the past behind us. He has put the economy back on an upward path. And he has kept America strong and at peace.

-- Above anyone else in either party, Gerald Ford now deserves a chance to finish the job he has set out to do.

# # # #



THE WHITE HOUSE

WASHINGTON

August 5, 1976

Dear Bob:

I've just finished reading your press release of August 4 in which you respond to Jimmy Carter's outrageous allegation that he expects to be attacked personally during the campaign.

Your answer is the very best one: He is not going to be attacked personally but rather is going to be attacked for his failure to state clearly his position on any of the major issues facing the American voters.

I know that you are one of the most loyal and articulate supporters of the President, and I am happy to see that you are speaking out forcefully on the President's behalf.

I wish some of the other friends and supporters of the President would do half as much as you have.

Keep it up!

Best wishes.

Sincerely,



Ron Nessen  
Press Secretary  
to the President

The Honorable Robert Dole  
United States Senate  
Washington, D. C. 20510





# NEWS from U.S. Senator Bob Dole

(R.—Kans.)

New Senate Office Building, Washington, D.C. 20510 (202) 224-6521

FOR IMMEDIATE RELEASE  
Wednesday, August 4, 1976

CONTACT: Janet Anderson

## CARTER CONFUSED

The following is a statement by Senator Bob Dole in response to Democrat Presidential nominee Jimmy Carter's charge that Republicans plan to mount a "personal attack on me, on Senator Mondale and other Democrats," citing as evidence of these plans "very strong statements on my stands on issues" by Senator Bob Dole:

Liberal Jimmy Carter is attempting to implant in the voters' minds the idea that any effort to encourage him to discuss issues is a personal attack.

There is not enough time between now and November for Carter to clarify all of his positions, but we shall do our best to help him. We shall vigorously insist that he take a position -- one position -- on issues of vital concern.

Mr. Carter should expect more, not less, objective criticisms of his record and the disastrous Democrat platform.

For openers, Mr. Carter can clear up these inconsistencies:

-- How can he advocate "pro-family" policies while supporting Senator Mondale's child care bill which vastly expands federal influence and control of millions of American families?

-- How can Carter and Mondale publicly assure farmers of free access to world markets while simultaneously embracing a Democrat platform which advocates the Meany grain embargo policy?

-- How could Carter take one position on tax reform before the liberal Democrat Convention and another when talking to big corporation executives?

-- How can Carter pledge to help small business men and women overcome federal red tape while embracing a platform which calls for further expansion of federal regulatory power?

Playing softball on his Georgia plantation is no substitute for political hardball. A good player must be able to catch as well as pitch.



[Sept. 1976?]

MEETING WITH FARM GROUPS

Jimmy Carter will be giving a speech this afternoon to the Farm Festival in Lake Crystal, Minnesota. I wonder if he will be telling them his announced policy of using the farmers as pawns by making them the bargaining chips in international diplomacy or as peons by taking away their rights to control the export of their own crops.

TALKING POINTS:

1. Specifically, Mr. Carter said last July 8 that a new OPEC oil embargo would be "an economic declaration of war" and that he would "instantly and without further debate" suspend U.S. exports of food to the offenders.
2. Responding to a question earlier this summer about counter-acting Soviet intervention in Angola, Mr. Carter replied in the New York Times interview that he would put the Russians on advance notice of the possibility of a "total withholding of trade."
3. The Democratic Platform which Carter aides wrote under the specific instructions of Mr. Carter, pledges the handing over the control of agricultural surpluses or reserves to the Federal bureaucracy. Under the Humphrey-Hawkins Bill, the decision to export would be taken away from the farmers. The farmers would not be considered capable of regulating the storage and sales of the grain they themselves own.

[Sept. 1976!]

MEDICAID ABUSES

Jimmy Carter's recent attacks on the Medicaid program is one more in a continuing series of examples that Mr. Carter is guilty of either deception for political gain or a convenient case of amnesia.

While Mr. Carter is aggressive in attacking the Federal government's role in the Medicaid program, he has been less than honest in telling the American people about his own management of the program in Georgia.

TALKING POINTS:

1. Speaking to the Georgia Municipal Association Convention this June, Governor George Busbee, a Democrat and Mr. Carter's successor, had this to say about Jimmy Carter's Medicaid program:

- When I took office, the Department of Human Resources was an organizational nightmare. The Department was under attack from both legislators and citizens for doing an inadequate job.
- Those Medicaid abuses were eye-openers. During 18 years as a legislator, I have never encountered such duplicity.
- Many years ago there was a scandal about the state buying boats that wouldn't float. We found abuses just as flagrant in Medicaid . . . such as nursing homes billing the state for a water ski boat. . . trips to Hawaii . . . and purchases at a large Atlanta department store for which there was no accounting.
- The abuses were even worse in the dental area. In one example, the state was charged for three root canals and two caps for one patient. . . and we discovered during an investigation that none of these services were performed. I call that fraud.
- We found abuses by patients as well . . . such as going to hospital emergency rooms to get treatment for head colds.
- We are just now beginning to zero in on the Medicaid providers who are guilty of defrauding the state. But we have a long list of successes in discovering fraud among recipients of Medicaid, public assistance and food stamps.

2. One other fact of interest is that one of Mr. Carter's principal health care advisers is Jules Sugarman, architect of Lyndon Johnson's Head Start "Great Society" program and Director of New York City's Human Resources Administration under John Lindsay. It is the New York City Medicaid program, which by the way is administered by the Human Resources Administration, that has been in the news recently for its abuses . . . abuses which Mr. Carter is attacking, but without the mention of his now trusted aide Mr. Sugarman.

# President Ford Committee

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

#1, 9/13/76

## THE AMERICAN TAXPAYER AND THE CARTER PLATFORM

The Carter program includes something for everyone -- including the taxpayer. Not surprisingly, everyone has been told what's in the Carter program for them -- except the taxpayer.

Carter says he will never tell a lie -- but he hasn't committed to tell the people the whole truth -- and, so far, he hasn't.

The whole truth is that the Carter program would require a huge tax increase -- exactly how much is difficult to determine because Carter "commitments" often turn to mush when they are examined carefully -- you may think you heard him make a commitment, but when you examine the words carefully you discover he left himself a loophole -- a way to say later on -- to a different group -- I didn't really mean it.

Even with this difficulty, it is possible to put a price tag on part of the Carter program.

New taxpayers payments to the Federal Government for just 5 of the 62 new spending "commitments" by Carter comes to \$103.3 billion; which would mean a 51% increase in individual and corporate income taxes.

The five programs and their lowest estimated costs are:

### (First Full Year Federal Expenditures)

	<u>Billions</u>
Mondale/Brademus Child Development Program	<u>\$1.1</u>
Humphrey/Hawkins	\$10.3
Kennedy/Corman, National Health Insurance	\$70
Griffith's negative income tax	\$9.9
Perkins education equalization bill	<u>\$12.0</u>
	<u>\$103.3</u>

If candidate Carter doesn't agree with these estimates he should tell us what his estimates are. And while he's at it, he should tell us what his other programs will do to the taxpayers.

SPOKESPERSONS ITINERARY

Monday, September 13, 1976

JACK FORD	Arlington, Va.	8:30P	Campaign Kick-Off for Cong. Can. Callihan Elks Club (560-2188)
DOLE	Lexington, Ky. Milwaukee, Wis. Salt Lake City, Utah San Francisco, Cal.	10:00A 12:00N 5:00P RON	Service Clubs CofC Mtg. Luncheon Forum GOP Recept., Dinner Forum  (457-6486) John Sawyer
KLEPPE	San Francisco, Cal.		Clark Foundation (343-6412) Ruth Edick
COLEMAN	Washington, D.C.	9:20A	Citizen's Advisory Comm. on Trans. Mtg. (426-1111) Heather
BUTZ	Lake Crystal, Minn.	1:00P 2:00P	Farmfest '76 (507)-726-6074 Press Conference (507)-726-6074
	Mankato, Minn.	8:00P RON	Dinner for T. Hagedorn (507)-625-7553 N. Mankato Holiday Inn (507)-625-9333
MATHEWS	Washington, D.C.	8:30P	Washington Journalism Center (245-1553) David Mathews
RICHARDSON	Washington, D.C.		Ocean '76 Conference Luncheon Address (377-3281) Joan Lewis
-----			
HATFIELD	Providence, R.I.		(224-3753) Marian Bruner
KOBELINSKI	Los Angeles, Cal.	12:00N	LA Merchants & Manuf. Assn. Luncheon (382-3284) Tony Parker
MACAVOY	Kennesbunk Port, Me.		NE Gas Assn. Top Exec. Conference (395-3000)

SPOKESPERSONS ITINERARY

Tuesday, September 14, 1976

DOLE	San Francisco, Ca	10:30A	Reception for Eagles Club, Dwn. Hilton (415)771-1200
		12:00N	Commonwealth Club S.F. (415)771-1200
	St. Louis, Mo.	7:30P	GOP Reception/Gov. Bond Dinner/Snyder Recpt. BelAir Hilton (314)621-7900
BUTZ	Des Moines, Ia	9:00A	Iowa Grain & Feed Assn Hyatt Hotel (515)285-4310
		2:00P	Federaton of Rep. Women Ft. Des Moines Hotel (515)243-1161
		7:00P	Dinner for Jim Leach Colony Village Rest. (319)668-1223
	Kansas City, Mo.	11:30P	RON Crown Center Hotel (816)474-4400
COLEMAN	Atlanta, Ga.	9:00A	National Trans. Policy Mtg./Sheraton Inn (404)881-9500
USERY	Miami, Fl.	11:30A	Laborer's Int'l Union of North America Fontainbleu Hotel (305)538-8811
MATHEWS	WashDC	10:00A	Nat'l Advisory Council on Min. in Engineering 245-7000 (Kathy Gallott)
RICHARDSON	WashDC	9:00A	Polish Trade Commission 377-3281 (Joan Lewis)
KOBELINSKI	Ft. Wayne, Ind.	12:00N	Downtown Kiwanis Club Luncheon Mtg. (219)743-3411
FRIZZELL	Denver, Col.	12:00N	Denver Coal Club Luncheon Mtg. (303)222-3871



Tuesday, September 14, 1976  
Continued

BARNUM	Atlanta, Ga.	9:00A	Nat'l Trans. Policy Sheraton Biltmore (404)881-9500
GOLDFIELD	WashDC	4:00P	American University Debate/Seminar 686-2288

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FOR SOUTHERN REPUBLICAN STATE CHAIRMEN

Jimmy Carter, with his forays in the Midwest and West, has been acting as though he has the South firmly locked up in his camp.

It may come as a surprise to Mr. Carter that a large number of Southerners are not certain that his election represents the best interests of this Nation or the South. Some of his recent actions combined with greater knowledge about this man from Plains, have led to a dramatic decline in his strength in the South.

TALKING POINTS:

1. Claiborne Darden released on September 12 the results of his Darden Poll saying that "there are strong indications that Carter's support in the deep South is eroding" because "it appears that Jimmy Carter has placed himself too far to the left to make most Southern voters happy." (Darden's telephone survey was conducted among 800 voters in early September in Georgia, Florida, North Carolina, South Carolina, Tennessee, Mississippi and Alabama.)
2. The Darden Poll shows President Ford leading his opponent 53.5% to 46.5% among independents and this shift is only a signal of what I consider will be later shifts that will take place among conservative and moderate Democrats.
3. Clearly, his selection of Walter Mondale, one of the biggest liberals in the Senate, his continuing calls for amnesty for draft dodgers, his insistence on pushing big spending programs as outlined in his platform are all reasons why Southerners are taking a hard second look at him.
4. Mr. Carter's recent acceptance of the endorsement of the Liberal Party of New York, which assures him a line on both the Liberal and Democratic Party ballots, should send a clear and ringing message to every Southerner that Jimmy Carter is not the man he claims to be.

SPOKESPERSONS ITINERARY

Thursday, September 16, 1976

ROCKEFELLER	Buffalo, NY	8:30A	Campaign Kick-Off & Press Conference (716)634-2300
	Rochester, NY	10:15A	Campaign Kick-Off & Press Conference Rochester Monroe County Airport (716)436-5624
	Syracuse	11:50A	Campaign Kick-Off & Press Conference Sair Aviation Terminal, Hancock Int'l
	Binghamton	1:30P	Campaign Kick-Off & Press Conference Brome County Airport (607)798-7171
	New York	3:45P	PFC Headquarters Opening (no phone as yet)
DOLE	(same as above)		
	Boston	9:30P	Associated Building Contractors (617)236-2000 ext. 1459
USERY	WashDC	9:15A 2:30P	Federal Bar Assn. Board of National Collaboration on Youth (Treena- 377-2112)
RICHARDSON	WashDC	12N 2:30P	Annual Luncheon of Nat'l Security Industrial Assn. Polish Trade Commission Fisheries Management Councils Testimony for ERDA Subcommittee
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JONES	Durham, NH	11:00A	New England Bankers Association (617)723-7590

SPOKESPERSONS ITINERARY

Saturday, September 18, 1976

DOLE	Woodbridge NJ	1:00P	Woodbridge Shopping Mall
	East Brunswick, NJ	2:00P	NJ: Jaycees State Conven- tion
	Trenton, NJ	4:00P	NJ State Fair
(tel. nos. -- contact Dole Scheduling: ext. 6453)			
CONNALLY	Columbus, Ms.		Breakfast for Rowland Jones
	Pasengola, Ms.		Reception for Trent Lott
KOBELINSKI	Youngstown, Oh.	7:00P	Polish Banquet
(Anita Newman: 653-6822)			
SIMON	WashDC	7:00P	International Business Conf.

SPOKESPERSONS ITINERARY

Sunday, September 19, 1976

DOLE	Cuyahoga County, Oh.	2:00P	Medina County Picnic
	Panama City, Fl.	6:00P	Cleveland Hopkins Airport
COLEMAN	Philadelphia, Pa.	8:00A	39th Annual Judicial Conference
	Philadelphia	10:30A	Greater St. Matthew Inde- pendent Church (memorial services for Judge Hastie)

(Heather: 426-1111)

TOM FORD	Cleveland, Oh.	2:00P	(Painesville) Tri-county picnic
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(home phone no.: 517/371-3334)

SPOKESPERSONS ITINERARY

Monday, September 20, 1976

DOLE	Orlando, FL	8:00A	Breakfast for Orlando Civic Groups
	Ft.Lauderdale	11:00A	Dade & Broward Co. Jewish Le
		12:15A	National Rehabilitation Conv Diplomat Hotel
		2:15A	RNC Finance Committee Meetin Diplomat Hotel
	Jacksonville	5:00P	PFC HQ Rally & Reception

(Telephone contacts: 457-6486)

COLEMAN	Dearborn, Mi	9:50A	Hyatt Regency Hotel (313)593-1234
		11:00A	Mayor Young, City Hall (313)224-3400
		1:30P	GM Proving Grounds (313)685-5213
		5:15P	Hyatt Regency Hotel (313)593-1234

CONNALLY	Warsaw, Va Hampton, Va		FR Luncheon for Lowry County FR for Paul Tribble
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KLEPPE	Jackson, Wy		Western Gov. Conference (307)733-4810
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LYNN	San Diego, CA	7:30A	Pacific Coast Society of Ort dontists Town & Country Hotel (714)291-7131
		10:30A	San Diego Union, Editorial Bo (714)299-3131
		1:30P	Press Availability (714)291-7131
		5:15P	KFMB-TV (714)232-2114
		RON	LA, CA

RICHARDSON	Boston, Ma	8:00A	Harvard Overseers Faculty Cl (617)547-3530
		9:00A	Standing Comm. on Student Li (617)495-1534

ZARB	Denver, Co	9:00A	FEA Public Forum on Coal Brown Palace Hotel (303)825-3111
		12:00N	CofC Luncheon



Monday, September 20, 1976 Cont.

ZARB

2:25

TV Taping KBTU  
(303)825-5288

SEP 20 1976

CARTER ON WAGE AND PRICE CONTROLS

Jimmy Carter's most recent proposal that he would "substantially increase" the taxes for every family whose combined income is more than \$12,000-\$14,000 a year is just one more in a continuing series of incredible statements that should be a warning signal to every average wage-earner and taxpayer in the Nation.

Not only is the American public properly concerned about future actions of Mr. Carter should he be elected, but every consumer may be paying higher prices right now because of his call earlier this year for stand-by authority for wage and price controls.

Following the announcement of his candidacy in 1974, Jimmy Carter said, "I would ask for the power to use wage and price controls--but I would use them circumspectly, but firmly and for a long time." (Christian Science Monitor, 12/13/74)

Just this Spring, Carter added, "I would like stand-by wage-price controls. My guess is that I would never use them. But, I would like them as a lever. I wouldn't hesitate to use them if I had to." (Business Week, 5/3/76)

TALKING POINTS:

1. If Mr. Carter is really sincere in his professed concern about the middle class and the effects on them of inflation, he should cease his reckless rhetoric about wage and price controls. His habit of acting like President before the election is more than just arrogance, it is downright dangerous and costly.
2. There can be little doubt that the threat of a new series of wage and price controls under a Carter Administration has led to the recent round of price increases by the automobile, steel and food industries. Business leaders are raising prices now out of fear that Carter will freeze them in 1977.
3. Lindley Clark, Jr. writing for the Wall Street Journal reported on September 2 that "Economic consultants and bankers say uncertainties about Mr. Carter's policies are helping to slow spending on inventories and on new plants and equipment." Quoting M. Kathryn Eickhoff, Vice President of the New York economic consulting firm of Townsend, Greenspan and Co., Clark continued: "I think the aluminum and steel price increases are a direct function on Carter's attitudes on prices. They're trying to get the increases in place even before they're sure what the markets will support."

4. Not only should the consumer be worried about higher prices, but the working man or woman should be concerned about frozen wages. As AFL-CIO President George Meany has frequently said, the wage earner is the one who has the most to lose under wage and price controls.

THURSDAY, September 23

FORD-CARTER DEBATES

ROCKEFELLER	Wilmington, De.	FR dinner for Sen. Roth
DOLE	San Diego, Ca.	Lunch
KLEPPE	Dearborn, Mi.	Fish and Wildlife Service
RICHARDSON	Toledo, Oh.	FR for Carleton Finkbeiner
COLEMAN	WashDC	5th Annual Joint Minority Conference
MATHEWS	Quantico, Va.	106th Graduation Exercises of FBI Academy
HATFIELD	Tucson. Az.	

*Lynn*

*S. F.*

CARTER: PRESIDENTIAL FITNESS

Jimmy Carter's recent decision to bare his intimate, personal and religious beliefs to the editors of Playboy magazine has raised considerable question about his judgment. Even barring considerations of taste, it is hard to understand why he chose this particular magazine as the forum to discuss his personal attitudes on love and marriage.

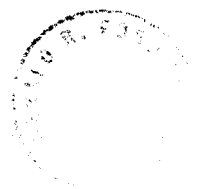
This habitual lack of perspective and balance is also manifested by his apparent mania for exaggerating items of personal accomplishment. As the Harper's article entitled, "The Pathetic Little Lies of Jimmy Carter" indicated, Carter claims to be a nuclear physicist when he doesn't have a graduate degree, talks of his "poor boy background" when his brother says frankly, "We were well off," or boasts of having abolished 255 state agencies when actually all he did was consolidate them into 22 agencies-- and the Georgia state budget and number of state employees continued to rise, not decline.

Perhaps this strange compulsion is best understood by his presumptuous trait of saying "when" he is President instead of "if." Only such obsessive ambition could explain his pattern for twisting and shading his positions for the requirements of each audience. Evidently, this is what Presidential psycho-historian Bruce Mazlish means when he says Carter's personality type could be "perilous" in the White House.

TALKING POINTS:

1. In statements and positions on the issues, no Presidential candidate in recent memory has ever had a more erratic record of reversing his stands than Mr. Carter. He has changed his position on recognition of Cuba, the right to work section of the Taft-Hartley Act, the Humphrey-Hawkins make-work public employment bill, the homeowners income tax deduction on mortgage interest payments, as well as many others.
2. In addition to the flip-flop pattern, Mr. Carter has the peculiar habit of talking around issues so as to create different impressions with different audiences. He seems almost compulsively driven to say to an audience what they want to hear. Abortion is an obvious example, but on tax changes he has been unaccountably inconsistent and misleading.

3. His odd decision to let himself be interviewed in Playboy magazine on religious and private matters reflects poor judgment as well as poor taste. The unfortunate choice of language so un-Presidential in tone puzzles the voting public at large as well as his friends.
4. Carter's compulsion to exaggerate his record and accomplishments is best detailed in Harper's magazine article entitled, "The Pathetic Little Lies of Jimmy Carter." The magazine piece notes his exaggerations or misleading statements about his personal background, his academic accomplishments, and his public record in government.
5. In a practice soon noted after he announced his candidacy for President, Mr. Carter would preface his statements about policy with, "When I am President" instead of "If I am President." This almost irrational belief in his destiny has made the prospect of a Carter Presidency a bit disconcerting even for those who share his political views. The New York Magazine article on Carter by Presidential historian Bruce Mazlish underscores this apprehension.
6. While not in itself a significant matter, the rather bizarre interview Mr. Carter had with United Press International about his sighting of UFO's is not particularly reassuring of someone who must endure the pressures and burdens of the Presidency.



FRIDAY, September 24

DOLE	Pomona, Ca.	Los Angeles County Fair; Los Angeles Town Forum; Orange County FR and State GOP Convention
CONNALLY	Long Beach, Ca.	FR for Don Lundgren
RUMSFELD	Chicago, Il.	Executive Club of Chicago
KLEPPE	Minneapolis/ St. Paul, Mn.	Greater North Dakota Assn.
BUTZ	WashDC	Alumni Dinner of Economic Res. Service
USERY	Lake Placid, NY Detroit, Mi.	Associated Industries of NY State Empire Association
COLEMAN	Philadelphia WashDC	Pennsylvania Elec. Assn. National Business League

## CARTER: DEFENSE POLICY

The erratic lack of judgment of Jimmy Carter is best illustrated in his statements on defense policy. In the last year he has tossed around the following figures as the amounts he would slash from the nation's defense program: \$15 billion, \$10 billion, \$7 billion, \$5 billion. It raises the question whether he really knows what he is talking about or if indeed, he really knows his own mind.

For example, he tells the Democratic Governor's that he is opposed to the B1 bomber - then he implies to an Omaha audience later that he won't. Now in a day of nuclear tensions when the nation's capability to defend itself and deter aggression must be strong and its will resolute, we can not afford to risk the disoriented and unpredictable approach of Mr. Carter. A good example of Carter's strange lack of judgment was his proposal in March 1976 that we withdraw troops from South Korea. Later events proved how disastrous a Carter policy would have been in the White House. Another instance of his peculiar perspective in foreign and defense policy is his odd belief that America not concern itself if Italy or another NATO country turns communist. Not to even consider that the turning over of our NATO nuclear secrets to the Soviet Union would endanger the security of the United States and the free world is a dangerously weird thinking. It is also frightening to contemplate how his errational slashes of the nation's defense might jeopardize the precarious peace in the world today.

TALKING POINTS

1. In a Beverly Hills News Conference in 1976, Carter indicated the nation's defense could be cut by \$15 billion. Yet a year later he is reported by the Pittsburgh Press that he would favor a \$5 - 10 billion cut. Two months later on June 26, 1976 he says "we can reduce present defense expenditure by \$5-7 billion annually." But to the Christian Science Monitor he talks about a 5% Pentagon cut or \$6-7 billion.
2. In December 1975 he says to the Democratic Governor's Conference he would cancel the B1 bomber. Three months later campaigning in Nebraska, home of the Strategic Air Command, he comes out for further



steady and continual development.

3. On March 17, he says in the Washington Post he favors removal of American nuclear weapons and withdrawal of troops from South Korea.
4. In a speech to the Foreign Policy Association in New York Carter said in regards to Italy, "America should learn to live with diversity." Presumably, Mr. Carter feels we should stand idly by as the Communist Party in Italy, and perhaps too in Portugal or any other NATO country, wrestles its way into the governments of our Western European allies. The security of NATO and the United States clearly would be compromised.
5. If Americans are confused and perplexed about Mr. Carter's dangerous inconsistencies on such vital issues as national defense and world stability, one can only wonder how our allies view a Carter Presidency and what opportunities for expansion our adversaries might be seeking elsewhere in the world.

SPOKESPERSONS ITINERARY

Tuesday, September 28, 1976

DOLE	Decatur, Il	8:45A	Emmett Sefton Farm Tour	
		9:00A	Address Illinois Farmers for Ford	
		10:00A	GOP County HQ'S	
		10:45A	WCIA-TV Interview	
		10:55A	WANO-TV Interview	
			11:05A	WICS-TV Interview
			11:15A	WSOY & WDZ Radio Interview
		Parkersburg, WV	2:50P	Muskingum Park Address with Tom Johnson, State Rep.
		Newark, Oh	5:30P	Ashbrook Reception
			7:00P	Licking Co. Courthouse GOP Rally
	Springfield, IL	RON		
STEVE	Missoula, Mt.		Glacier National Park	
ROCKEFELLER	Hasbrook Heights NJ		Campaign Appearances	
	Morristown, NJ		Campaign Appearances	
	Philadelphia, PA	PM	State GOP Dinner (Contact: Nancy Towell 456-7046)	
HILLS	Ft. Worth, TX	11:00A	Ft. Worth Star-Telegram interview (817)336-9271	
		12N	Ft. Worth Federal Business Assn. (817)332-9222, ext.251	
		1:30P	News Availability (817)332-9222	
		2:40P	HUD Insuring Office FTS:8-334-3233	
		5:00P	KXAS-TV (817)429-1550	
KNAUER	Chicago, IL	12N	Independent Bankers Assn. (456-2645)	
MATHEWS	Chicago, IL	12N	26th Annual Conf. of the Nat'l Council on the Aging (312)944-4100	
RICHARDSON	LA, CA	12N	Electronics Industries Assn.	
	San Diego, CA	6:00P	San Diego University (Treena 377-2112)	

SEIDMAN New Orleans, LA 8:00P Mid-Continent Gas & Oil Assn  
(Birge Watkins 456-7050)

USERY LA, CA 12N Federal Executive Board  
Labor/Management Relations  
(Becky 523-9164)

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CARTER Plains, GA

MONDALE Cleveland, OH 9:20A Cuyahoga Labor Fed. Bldg. Trades  
Union  
10:00A Voter's Registration Booth  
12:05A Carter-Mondale HQ's  
1:40P D. Suburban Mayors  
Toledo, OH 4:30P Press & Reception local Democrat  
HQ's  
Perrysburg, OH 6:45P FR for Philip Williams  
7:35P Spaghetti Dinner Speech

## SPOKESPERSONS ITINERARY

Thursday, September 30, 1976

DOLE	Johnstown, PA	10:50P	WJAC-TV Interview
		11:00A	Speech at Johnstown City Hall
	Williamsport, PA	1:00P	Kiwanis Club Luncheon
		1:30P	Address to Luncheon overflow
	Lancaster, PA	3:40P	Park City Mall, Tour Farmers Market
		3:55P	Fountain Court, Park City Mall
			Brief Remarks
		4:10P	Tour of Shops in Fountain Cour (Contact: Tim Austin 457-6486)
STEVE FORD	Missoula, MT	allday	Glacier National Park (Winnebago Tour)
COLEMAN	LBJ Ranch, TX		Highway Beautification Project (Heather 426-1111)
CONNALLY	Oklahoma City, OK	9:30A	Press Conference
	Enid, OK	10:30A	University of Oklahoma,
		12:30P	GOP Luncheon
	Muskogee	5:00P	Reception & Dinner for Bud Stewart
TOM FORD	Westchester, NY	1:00P	Women of Pelhum Election Mtg.
KNAUER	Kansas City, MO	1:00P	Missouri Optometric Assn. (816) 756-1500
KOBELINSKI	Corning, NY	12N	Rotary Club Luncheon (607) 962-5000
RICHARDSON	Richmond, VA	10:00A	National Bankers Assn. (Treena 377-2112)

SPOKESPERSONS ITINERARY

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		11:00A	Speech at Johnstown City Hall
	Williamsport, PA	1:00P	Kiwanis Club Luncheon
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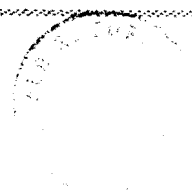
# October 1976

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	4 YOM KIPPUR	5	6	7	8	9
	11 COLUMBUS DAY	12	13	14	15	16
	18 Π-D.C. Simon - ST. Louis Dole - Mo. J.C. - TAMPA MIAMI	19 Π-D.C. UP - P/C HAK - N.Y.C. J.C. - MIAMI/NC. Dole - OK. Texas <u>L.H.J. ?</u> G.N.P.	20 Π-D.C. P/C ? Superstar P/C J.C. - Plains Dole - Tex./Miss.	21 Π-D.C./N.Y. Richardson - Detroit Cunnelly - PITTS. J.C. - Plains Dole - LA, Wisc.  CPI	22 J.C. } Wmsburg Dole - Wisc.	23 Dole - D.C. Π - Richmond Raleigh, N.C. Columbia, S.C. L.A. J.C. - N.J./Va. Plains
24 Π - CAL. J.C. - Wash. Ore. NBC - CBS - ABC -	25 Π - CAL. Seattle Portland PITTS.	26 Π - PITTS. Chicago	27 Π - Wisc. Philly	28 Π - So. N.J. Ohio - Cincy. Cleveland	29 Π - INDIANAPOLIS ST. Louis	30
Π - N.Y.	Dole - Oregon				LEADING INDICATORS	
	Reagan - Ca. News	UP - Nat. Press Club				

Oct. 1976?

DOES JIMMY CARTER REALLY SUPPORT....

- A \$15 billion cut in defense spending that would jeopardize our strength at home and threaten the maintainence of world peace?
- Federalizing the welfare system that would increase the Federal budget, and raise taxes or lead to new inflation because of more deficit spending?
- Politicizing the Federal Reserve System by controlling the appointment of the Chairman who is now independent of political pressures from the President or Congress?
- Crippling business by appointing Ralph Nadar to your Cabinet and creating more Federal regulations that will further destroy America's free enterprise system?
- Granting amnesty to all draft dodgers regardless of their crimes further demoralizing our great military and tarnishing the names of Americans who fought and died for our Nation?
- Eliminating most legitimate tax deductions for the middle class, such as interest on home mortgages, thus adding to the already too great tax burden of the working man?
- Implementing the more than 60 new programs in your platform that will cost the taxpayers more than \$100 billion?
- Forcing the break up of oil companies which offer America the only hope of producing more oil and lessening dependence on Arab countries?
- Passing the Humphrey-Hawkins Bill which will cause only more taxes for working people and not really give people who need jobs permanent and meaningful work?
- Federal registration of all handguns which has proven to be ineffective in curtailing crime and leads ultimately toward confiscation of guns from law-abiding citizens?
- Break-up of the National Rifle Association which your advisor Mr. Dees says you will do within five years?
- Killing the unborn by not supporting a constitutional amendment to stop this immoral practice?
- Repealing the right-to-work laws that will mean eventual



compulsory unionism for all workers regardless of their own beliefs?

- Instituting collective bargaining for government employees that will lead to closing down government offices that taxpayers pay to keep open?
- Signing common situs picketing legislation that close down an entire construction project, cause job losses and give unions more power when they already are too powerful?
- Revising the Hatch Act that will officially allow Federal bureaucrats to engage in partisan political activity which they are currently, and rightfully, barred from doing?
- Slapping on more grain embargoes that will once again deny American farmers from free and open access to the world markets?
- Requiring farmers to obtain an export license, which Mr. Mondale favors, before they can ship their grain abroad?
- Re-instituting a Federal grain reserve program that gives total control over grain again to the bureaucrats and politicians in Washington?
- Enacting Proposition 14 in California which will let union organizers on to a man's private property whether he wants them there or not?
- Passing a constitutional amendment to prohibit the busing of school children?
- Federal bail-outs of cities like New York who got into trouble in the first place because of mismanagement?
- Civil disobedience against government actions if a person is supposedly responding to the "word of God?"
- Taxing of church property such as schools, orphanages and hospitals?
- Moratorium on the development of nuclear power when it offers the best hope for America to be less dependent on oil from the Arab bloc?
- Withdrawing American troops unilaterally from South Korea and NATO countries thus leaving our allies defenseless against the Communists?
- Standing idly by while Communists manipulate so-called free



elections and get their foot in the door of governments like Italy or Portugal?

- Believing it would not be a "catastrophe or cause for destruction of the NATO alliance" if Communists got a toe-hold in allied governments where they would compromise our nuclear secrets?
- Ruling out the possibility of a limited nuclear war which is exactly the position the Russians would like us to take in order to back us down with their superior conventional strength?
- Total cut-off of food and technology sales to the Arabs in the event of another embargo and won't this just lead to greater tensions and maybe war?
- Stopping production of the B-1 bomber which is so vital to maintaining our future security since the B-52s are becoming so old and obsolete?
- Hiding your 1970 contributors list because you would be embarrassed for the public to see who has given you money?
- Taking vacations and trips fully paid for by big corporations, if you are President, like you did when you were Governor?
- Taking advantage of tax loopholes personally while preaching tax reform on the campaign trail?
- Carrying out the complex and potentially dangerous responsibilities in foreign policy and national defense when you haven't had one day of practical experience in these two very critical areas?
- Proposing a new, comprehensive tax plan if elected President like the \$128 million package - the first state tax increase since 1955 - you pushed when you became Governor of Georgia?
- Asking for authority to institute wage and price controls when they have already proven so disastrous to our economy?
- Plan to use wage and price controls "firmly and for a long time" if elected President?
- "Swedenizing" the United States by proposing more and more Federal programs that will only make taxes go higher

and higher and cause government to get bigger and bigger as well as more and more intrusive in our lives?

- Reducing the inflation when your own principal advisor, Mr. Klein, says your programs won't really work until the 1980's and inflation will increase, not decrease, in the meantime.
-

JIMMY CARTER: SOFT ON CRIME?

Jimmy Carter proved again yesterday his bizarre ability to attack the President on an issue while totally ignoring his own lackluster record in handling the same issue when he was Governor of Georgia.

Speaking in Detroit, Michigan, Mr. Carter said the President wasn't doing enough to combat crime, and then very briefly spoke of what he did as Governor. Interestingly, all Mr. Carter said was that he stopped treating alcoholism as a crime and visited prison inmates to find out what was on their mind.

Why, since he raised the subject himself, didn't Jimmy Carter drop the fuzzy generalities and talk specifically about the results of his so-called law and order efforts in Georgia? What in his own record was he trying to hide from the American people?

TALKING POINTS

1. Jimmy Carter stressed rehabilitation and early release of prisoners, both as humane measures and as a means of coping with the prison over-population problems. A strike and near riot at the Georgia State Prison at Reidsville in late 1974 forced Carter to acknowledge that the prison remained overcrowded and the strike's impact was that "the programs for rehabilitation and counseling established over the past three years have suffered as a result."
  2. In 1971, 1973 and 1974, Georgia's crime rate surpassed the national rate in three of the seven "serious crime" categories: homicide, forcible rape, and aggravated assault. In 1972, just 1.6 percentage points kept Georgia's rape from exceeding the national rate.
  3. If as President of the United States Jimmy Carter were to do for the Nation what he did for Georgia as Governor, murder would increase 96%, rape would rise 6% and assault would go up 54%.
  4. Crime is too great already without having Jimmy Carter in the White House to help it along.
-

BACKGROUND

A full accounting of the Georgia and U.S. crime rate is provided below:

1971

	<u>Georgia</u>		<u>USA</u>
Murder	16.0	Murder	8.5
Rape	21.5	Rape	20.3
Robbery	104.2	Robbery	187.1
Assault	199.2	Assault	176.8

1972

	<u>Georgia</u>		<u>USA</u>
Murder	18.5	Murder	8.9
Rape	20.8	Rape	22.3
Robbery	134.3	Robbery	179.9
Assault	204.0	Assault	186.6

1973

	<u>Georgia</u>		<u>USA</u>
Murder	17.4	Murder	9.3
Rape	25.8	Rape	24.3
Robbery	158.1	Robbery	182.4
Assault	211.1	Assault	198.4

1974

	<u>Georgia</u>		<u>USA</u>
Murder	17.8	Murder	9.7
Rape	27.1	Rape	26.1
Robbery	176.5	Robbery	208.8
Assault	220.8	Assault	214.2

Source: Crime in the United States, Uniform Crime Reports 1971-1974, U.S. Department of Justice

NEEDED BY 1:30

TO:

Ron Nessen



FROM:

Wayne Vali

I have given  
copies of this to  
Fred slight, Dave  
Geyser, Terry O'D.  
for ~~markup~~.  
For use in A.M.  
Advocate event.

[ca. Oct. 18, 1976]  
val's draft  
Carter 1970  
campaign funds  
disclosure

I am extremely distressed by Governor Carter's partial and selective release of information about his 1970 gubernatorial campaign contributions. The selective disclosures that he has chosen to make are incomplete and unsatisfactory. These disclosures raise far more questions than they answer.

Even as incomplete as this list is, however, it shows that as Governor of Georgia Jimmy Carter was very cozy with special interests and fatcats.

I believe that as more information is revealed about Governor Carter's treatment of the special interests, giving them high jobs in his administration, their dealings with state agencies and the like, he will owe the American public a complete explanation.

There's also another major problem: missing or unaccounted for funds. Governor Carter's staff indicated in May to the New York Times that the 1970 campaign probably cost about \$400,000 for the primary and another \$100,000 for the general election. Yet, according to today's New York Times, total contributions listed so far total \$700,000. How does the Carter camp account for the difference? What happened to that \$200,000?

Are all of these examples of Jimmy Carter's open government, or efficiency?

I would also like to remind the American people that Governor Carter also has not <sup>probably</sup> accounted for some \$138,000 in missing funds from this year's campaign. Apparently, they have some idea of where <sup>most of these</sup> some funds went, but that <sup>at this point</sup> \$31,000 is ~~absolutely~~ missing virtually without a trace. These gaps, omissions and the problem of walking-around

money tells us something about the Carter camp and its way of doing business.

In fact, it's ironic that Jimmy Carter, only two weeks ago, was calling on the President to tell "the truth, the whole truth, and nothing but the truth," about his campaign contributions. The President, of course, has done so -- five times. He did so to more investigating bodies than any other man in the history of U.S. politics. Only last week the Special Prosecutor gave him a clean bill of health on all his campaign finances.

However, compare the President's record and actions to those of Governor Carter, the man who always proclaims his openness, honesty, and efficiency.

Earlier this year, Governor Carter told a TV interviewer that "nobody ever made a report of contributors and we didn't maintain those records." However, one of Governor Carter's aides said that those records were maintained, and on computer tapes. I wonder where those computer tapes went.

We also now know, thanks only to the press, that one of Mr. Carter's aides found these campaign contribution records in June. Why wasn't this information released to the public then? Why did the Carter camp wait from June until October 1 to reveal that it had this information? What happened between June and October to that list? Why couldn't the list simply be released after it was found? Shouldn't Jimmy Carter tell "the truth, the whole truth and nothing but the truth"?

On October 1, the Carter camp said that they found the list and that it would be made public on October 8. On October 9, the Carter camp said the list would be made public on October 13. Why the delay? I think the American public needs an answer.

Now the Carter camp says they can't vouch for the accuracy of the list. Why not? What's missing? What does Jimmy Carter have to hide?

Does the missing \$200,000 have anything to do with the fact that Governor Carter still stonewalls and refuses to make his own corporate partnership income and tax records available for the public? Why doesn't Jimmy Carter tell the truth, the whole truth, and nothing but the truth about his own corporate taxes and income and about his 1970 campaign contributions?

I'm eager to see a study of the Carter corporate donations, which according to the Times, came to about \$57,000. I believe that if these contributions are examined, we will see a disturbing pattern of using State resources to favor special interests and other fat-cat supporters. For just one example, I would like to know more about Jimmy Carter's connection with Erwin Rabhan, who gave Carter \$8,600 during a two-year period, and who also flew the Governor around Georgia in his own private airplane during the campaign. According to the press, Mr. Rabhan is now under investigation in connection with Federal Housing Administration violations, has now moved outside the United States and is being sought by the FBI for questioning. Is this the kind of individual who should have close relationships with a potential President of the United States?



Although it's too early to have a full picture of Governor Carter's campaign finances, certain things can be said right now:

1. The lists are incomplete and reveal an apparently calculated and deliberate pattern of selective disclosures -- in direct contradiction to Governor Carter's claims of openness.
2. During his tenure as Governor, Mr. Carter was cozy with corporate and special interests -- which makes his self-righteous assertions that he is for the little guy ring false.
3. Finally, the apparently missing \$200,000 from 1970, the still unaccounted for money from this campaign, combined with Governor Carter's continued stonewalling and refusal to make available his own corporate partnership income and tax records, which are the real basis of his finances, are in complete contrast to the President's own thorough and orderly full financial disclosure.
4. I think it's time Jimmy Carter tells "the truth, the whole truth and nothing but the truth" about his own campaign contributions.

10/18/76

STATEMENT # 1

I am extremely disappointed by Mr. Carter's partial and apparently selective release yesterday of his 1970 gubernatorial campaign contributions list. Clearly, these disclosures raise far more questions than they answer.

In fact, it is truly ironic that Jimmy Carter only two weeks ago was calling on the President to tell "the truth, the whole truth, and nothing but the truth" about his campaign contributions. The President, of course, has done so a number of times and just last week the Special Prosecutor himself gave President Ford a clean bill of health on his campaign finances.

Earlier this year, in March I believe, Mr. Carter told a television interviewer that "nobody ever made a report of contributors and we didn't maintain those records." However, this directly contradicted two Atlanta accountants who worked on the campaign, Richard Harden and Bill Lynch, who said that records were kept on every penny that came into the campaign, they were kept on computer, and a printout of all donors was made monthly. In May, a spokesman for Mr. Carter said a list was known to exist and they were looking for it. On October 1, Mr. Carter's press secretary said the previously non-existent file was found and the list would be made public on October 8. Then on October 9, a Carter spokesperson said the list would not be made public until October 13. Finally, after great delay, the 1970 contributors list which the Carter campaign by their own admission says may not be complete, was released on October 17.

I think it is high time for Mr. Carter to explain why he first said that no records were kept, and then when they were discovered, why did it take literally months before they were made public, and once released, why is Mr. Carter not comfortable in standing by the complete and total accuracy of his own reports?

On additional observation I have is that according to a May New York Times article, Mr. Carter's 1970 campaign cost approximately \$500,000. Yet, in today's New York Times it is reported that the contributions listed so far total \$700,000. What became of the extra \$200,000 that was left over?

I hope Mr. Carter will release more information on his campaign records and will, unlike the current list that has been released, stand solidly behind them.

Finally, while we are talking on the subject of finances, I believe Mr. Carter should release his partnership and corporation tax returns for the last ten years. In his 1975 personal income tax return, Mr. Carter took advantage of a \$40,000 "loophole" to avoid paying more taxes. For someone who talks about closing loopholes for the rich, Mr. Carter should be willing to set an example to follow. I cannot imagine why a candidate who talks so much about honesty and openness, is fearful of releasing such information for the public to see.

In my opinion, it is high time for Jimmy Carter to tell all Americans "the truth, the whole truth, and nothing but the truth."

10/18/76

STATEMENT #2

We have just come from a meeting with the President. We come away even stronger in our belief that the American people know a good President when they see one - and that they will vote to keep President Ford in the White House.

To be frank, the reason for this increasing support for the President is as much due to the doubts the voters have about Jimmy Carter as the decency and leadership they see in President Ford. We have talked with political leaders in some of the major states and we have found that independents and Democrats are beginning to turn toward the President because they are afraid of what a Carter Administration might do to the country. The issue in this campaign is rapidly becoming Jimmy Carter himself.

It goes deeper than just an apprehension about Mr. Carter's well known habit of flip-flopping on the issues. It's a real fear about some of the positions he has taken - for one thing some voters think Mr. Carter is trying to destroy the middle class of America with his big spending proposals. Just 5 of the 62 spending commitments in the Democratic Platform Mr. Carter wrote will cost \$100 billion in additional Federal spending. It's anyone's guess how much the remaining 57 programs will cost. Clearly, the only way Mr. Carter can pay for his big new spending programs is to increase taxes or engage in more deficit spending that will result in higher inflation, increased unemployment and lead to another recession.

Secondly, I find people in my area of the country are fearful of what a man without a day's experience in foreign policy might do to jeopardize the maintenance of peace. His statement that he would slash billions of dollars from the defense budget would signal the end of America as the leader of the Free World. The West would lack any deterrent to enemy aggression. This irresponsible cutback, as well as the withdrawals Mr. Carter suggested in South Korea and N.A.T.O., risk upsetting the precious balance of peace.

On these issues of peace, spending and taxes, frankly, we don't think the President has been aggressive enough. We urged him in our meeting today to address himself to Mr. Carter on these issues and let the American people know exactly where the two candidates stand.

STATEMENT #3

I believe FDR once said that talking with Winston Churchill was like drinking champagne. Well, the session we had this afternoon with the President was a similar experience. I've never seen him so bubbling with enthusiasm and confidence on the outcome of this election. Frankly, he can't wait for Friday's debate with Mr. Carter, and he is eager to be able to free himself up to get back on the campaign trail.

Part of the President's enthusiasm clearly stems from his recent series of very successful visits to the West, the South, the Northeast and the Midwest. His swing through Illinois, Iowa, and Missouri this weekend was particularly heartening, and the reports he received from campaign officials along the trail were most encouraging, particularly in reference to the farm states.

The President was also very much aware of the recent poll by NBC which shows, for all practical purposes, a dead heat between himself and Mr. Carter.

Each of us gave a very candid rundown of what we see as the prospects in each of our own states. We, like the President, are quite optimistic about the outcome of this election, and we see the momentum definitely shifting back toward the President over the period of the last week or ten days.

The President's schedule for the last ten days or so of the campaign is a solid one and he will be visiting a number of states which are of major importance for his election. The President, by the way, feels he will do very very well in these major states.

I might add that we also shared with the President our findings that the voters in our areas are beginning to have grave doubts about Mr. Carter and are indicating increasing confidence in the President's leadership over the last two years and the very decency of the President himself.

We, of course, recognize that the President is still a little behind at this point and have urged him to continue emphasizing the basic differences between himself and Mr. Carter and we are fully confident this ground will be made up by November 2.

• STATEMENT #4

It may come as a surprise to Jimmy Carter, but not to me and others from the South who have had an opportunity to look at him more closely, that a large number of Southerners, like Americans all across this land, are not certain that his election represents the best interests of this Nation or the South. Some of Mr. Carter's most recent actions combined with increasing knowledge about his own positions on some very critical issues have led, in my opinion, to a great softening of support for Jimmy Carter in the South.

I think the trend that so many polls have recently shown about the President closing the gap is also consistent with the general movement that I'm beginning to see in the South as well.

I reminded the President that Southerners, like their fellow Americans across this great country, are essentially concerned about the same issues: their concern that government is getting bigger and more intrusive into their lives; they are tired of the tax burden that has been on their backs for so long from Washington; they recognize the President's leadership in the area of national defense and are very apprehensive over the billions of dollars of cuts that Mr. Carter proposes in our national defense budget. And, I might add, they're very concerned about the selection of Walter Mondale, one of the biggest liberals and biggest spenders in the United States Senate.

Although Jimmy Carter has tried to portray himself as a conservative, my fellow Southerners are beginning to realize the true nature of Mr. Carter's politics. As I recall, it was in mid-September that Mr. Carter accepted the endorsement of the Liberal Party of New York, and just last week in a campaign trip, stopped off to embrace these Liberal Party members at a dinner in his honor. For my part, this should send a clear and ringing message to every Southerner that Jimmy Carter is not the man he claims to be.

I also told the President that despite some reports to the contrary, I think he's going to surprise a lot of people on how well he does in the South this year. I frankly can't wait until November 2 for the final results to prove my feelings correct.

STATEMENT #1

Jimmy Carter is coming to North Carolina this afternoon to speak to the people of our great state. I call on Mr. Carter to explain fully, once and for all, to me and to all North Carolinians his position on national defense and the granting of amnesty to draft dodgers.

The erratic lack of judgment of Mr. Carter is best illustrated in his various statements on defense spending. In the last 18 months, he has tossed around figures that he would slash from the Nation's defense program--\$15 billion, \$10 billion, \$7 billion, \$5 billion. It raises the question whether he really knows what he is talking about or if, indeed, he really knows his own mind.

He tells the Democratic Governors that he is opposed to the B-1 bomber--then he implies to an Omaha audience later that he really isn't. Now in a day of nuclear tensions when the Nation's capability to defend itself and deter aggression must be strong and its will resolute, we cannot afford to risk the disoriented and unpredictable approach of Mr. Carter.

If Americans are confused and perplexed about Mr. Carter's dangerous inconsistencies on such vital issues as national defense and world stability, one can only wonder how our allies view a Carter Presidency and what opportunities for expansion our adversaries might be seeking elsewhere in the world.

I am also curious as to what Mr. Carter's position is on amnesty for draft evaders.

-- "Questioned on amnesty for draft evaders, Carter began his answer by declaring that the Americans who fought in Vietnam particularly those who went despite a belief that the war was wrong are heroes. He then endorsed pardons for those resisters who fled to Canada or elsewhere to avoid going to Vietnam." (New York Times, January 26, 1976)

-- Subsequently, as one of several attempts to redress his reported weakness among liberal voters, Carter stated that, "I'll tell you that in the first week that I am in the White House I will declare a blanket pardon for all those who fled to Sweden and Canada." (AP, May 15, 1976)

In my opinion, Jimmy Carter's revolving door policy on amnesty reflects his preoccupation with political expediency and fails to address the critical importance of maintaining the integrity and continuity of the Nation's military service in order to insure our national security.

But, I think Jimmy Carter should speak for himself while he is in our state and let the voters know where he stands on:

- Slashing our defense spending by billions of dollars that would jeopardize our strength at home and threaten the maintenance of world peace?
- Reducing American troops unilaterally from South Korea and NATO countries thus leaving our allies defenseless against the Communists?
- Standing idly by while Communists manipulate so-called free elections and get their foot in the door of governments like Italy or Portugal?
- Believing it would not be a "catastrophe or cause for destruction of the NATO alliance" if Communists got a toehold in allied governments where they would compromise our nuclear secrets?
- Ruling out the possibility of a limited nuclear war which is exactly the position the Russians would like us to take in order to back us down with their superior conventional strength?
- Stopping production of the B-1 bomber which is so vital to maintaining our future security since the B-52s are becoming so old and obsolete?
- Granting amnesty to all draft dodgers regardless of their crimes further demoralizing our great military and tarnishing the names of Americans who fought and died for our Nation?



STATEMENT #2

In his visit to North Carolina today, I think Jimmy Carter should answer a few questions that greatly concern me, and I'm sure, greatly concern many, many voters of our state.

Because of his numerous flip-flops and contrived fuzziness, Mr. Carter has an obligation to clarify his various statements and positions and tell the average American in plain, simple ordinary English that he doesn't stand for bigger government, more taxes, greater Federal interference in our lives, and increased inflation.

I have a few questions that Jimmy Carter should answer today, once and for all. Is it true Mr. Carter that you stand for:

- Implementing the more than 60 new programs in your platform that will cost the taxpayers more than \$100 billion?
- Passing the Humphrey-Hawkins Bill which will cause only more taxes for working people and not really give people who need jobs permanent and meaningful work?
- Eliminating most legitimate tax deductions for the middle class, such as interest on home mortgages, thus adding to the already too great tax burden of the working man?
- Taxing of church property such as schools, orphanages and hospitals?
- Proposing a new, comprehensive tax plan if elected President like the \$128 million package - the first state tax increase since 1955 - you pushed when you became Governor of Georgia?
- Asking for authority to institute wage and price controls when they have already proven so disastrous to our economy?
- Plan to use wage and price controls "firmly and for a long time" if elected President?
- "Swedenizing" the United States by proposing more and more Federal programs that will only make taxes go higher and higher and cause the Federal government to get bigger and bigger as well as more and more intrusive in our lives?

-- Reducing the inflation when your own principal advisor, Mr. Klein, says your programs won't really work until the 1980's and inflation will increase, not decrease, in the meantime?

STATEMENT #3

In his visit to North Carolina this afternoon, I think Jimmy Carter should answer a few questions that greatly concern me, and I'm sure, greatly concern many, many voters of our state.

Because of his numerous flip-flops and contrived fuzziness, Mr. Carter has an obligation to clarify his various statements and his positions and tell the average American in plain, simple ordinary English that he really isn't a captive of union bosses who does as they dictate in order to continue receiving the millions of dollars worth of political support from the big unions.

I have a few questions that Jimmy Carter should answer today, once and for all. Is it true Mr. Carter that you stand for:

- Repealing the right-to-work laws that will mean eventual compulsory unionism for all workers regardless of their own beliefs?
- Instituting collective bargaining for government employees that will lead to closing down government offices that taxpayers pay to keep open?
- Signing common situs picketing legislation that would close down an entire construction project, cause job losses and give unions more power when they already are too powerful?
- Revising the Hatch Act that will officially allow Federal bureaucrats to engage in partisan political activity which they are currently, and rightfully barred from doing?
- Enacting Proposition 14 in California which will let union organizers on to a man's private property whether he wants them there or not?
- Passing the union pushed Humphrey-Hawkins Bill which will cause only more taxes for working people and not really give people who need jobs permanent and meaningful work?

I hope Mr. Carter will take the opportunity during his visit today to answer these and other questions that greatly concern the vast majority of North Carolinians.

STATEMENT  
FOR  
MARY LOUISE SMITH

I am extremely disappointed by Mr. Carter's partial and apparently selective release yesterday of his 1970 gubernatorial campaign contributions list. Clearly, these disclosures raise far more questions than they answer.

In fact, it is truly ironic that Jimmy Carter only two weeks ago was calling on the President to tell "the truth, the whole truth, and nothing but the truth" about his campaign contributions. The President, of course, has done so a number of times and just last week the Special Prosecutor himself gave President Ford a clean bill of health on his campaign finances.

Earlier this year, in March I believe, Mr. Carter told a television interviewer that "nobody ever made a report of contributors and we didn't maintain those records." However, this directly contradicted two Atlanta accountants who worked on the campaign, Richard Harden and Bill Lynch, who said that records kept on every penny that came into the campaign, they were kept on computer, and a printout of all donors was made monthly. In May, a spokesman for Mr. Carter said a list was known to exist and they were looking for it. On October 1, Mr. Carter's press secretary said the previously non-existent file was found and the list would be made public on October 8. Then on October 9, a Carter spokesperson said the list would not be made public until October 13. Finally, after great delay, the 1970 contributors list which the Carter campaign by their own admission says may not be complete, was released on October 17.

I think it is high time for Mr. Carter to explain why he first said that no records were kept, and then when they were discovered, why did it take literally months before they were made public, and once released, why is Mr. Carter not comfortable in standing by the complete and total accuracy of his own reports?

One additional observation I have is that according to a May New York Times article, Mr. Carter's 1970 campaign cost approximately \$500,000. Yet, in yesterday's New York Times it is reported that the contributions listed so far total \$700,000. What became of the extra \$200,000 that was left over?

I hope Mr. Carter will release more information on his campaign records and will, unlike the current list that has been released, stand solidly behind them.

Secondly, from what little bit of information we have, it is apparent that a number of Mr. Carter's major campaign contributors either found themselves well taken care of by Jimmy Carter once he was in the Governor's Mansion or gave money to Mr. Carter when they had substantial business dealings with the state government. Yesterday's New York Times reveals the following examples which certainly raises additional questions as to what quid pro quo practices were involved:

- McDougald Construction Co., a major road contractor gave Mr. Carter \$5,000;
- Dalton Asphalt, Inc., a paving concern, gave Mr. Carter \$1,500;
- Dan P. Shepherd, another major road contractor gave \$5,000;
- Each of the above bid on or have had subcontracts on Georgia state road construction;
- Georgia Package Stores Institute, which represents liquor store merchants who are regulated by the state, gave \$1,000;
- David Gambrell and two family members accounted for \$5,000 in contributions. Mr. Gambrell was later appointed by Mr. Carter to a U.S. Senate seat.
- Erwin Rabhan, owner of a nursing home and food processing concern, gave \$8,600 to the Carter campaign. Mr. Rabhan reportedly has been sought for questioning by the FBI and reportedly is living outside of the country at this time.

Finally, while we are talking on the subject of finances, I believe Mr. Carter should release his partnership and corporation tax returns for the last ten years. In his 1975 personal income tax return, Mr. Carter took advantage of

a \$40,000 "loophole" to avoid paying more taxes. For someone who talks about closing loopholes for the rich, Mr. Carter should be willing to set an example to follow. I cannot imagine why a candidate who talks so much about honesty and openness, is fearful of releasing such information for the public to see.

In my opinion, it is high time for Jimmy Carter to tell all Americans "the truth, the whole truth, and nothing but the truth."

October 19, 1976

TALKING POINTS FOR ADVOCATES

The Final Two Weeks: An Overview

With less than two weeks remaining in the campaign, it is now essential to narrow down the number of issues and to focus on a few central questions and themes.

Although dozens of specific issues have been developed that are effective and should be used in the campaign, the overriding question is trust: Who do you trust to govern America for the next four years? To which of two men should the American people entrust their lives, their liberties, and their property?

We must ask this question again and again. Then, as our answer, we must stress the following:

1. Peace. Gerald Ford has a solid record of performance. Our relations with the Soviet Union, China, in the Middle East, in Europe, in Africa, in South America and in Asia have never been so good. Never in this century has peace for America been so secure, never has there been so little likelihood that America's young men will be killed or cruelly maimed in war. In contrast, Jimmy Carter has no record, no experience, and is a mystery in foreign affairs.
2. Gerald Ford has a real concern to halt the vicious spiral of Federal spending which eats up more and more of your tax dollars. Bluntly, Gerald Ford will reduce your taxes, Jimmy Carter will increase them.
3. Record. Gerald Ford has a proven record of achievement. You know where he stands. He is solid, reliable, an honest and trustworthy man. Jimmy Carter, in contrast, is a huge question mark. Who is Jimmy Carter? He is fuzzy on almost every issue, he waffles and he has no record of accomplishment. In fact, most Americans never heard of Jimmy Carter a little less than one year ago. He is unpredictable and a mystery. Voting for Carter would be taking a chance, gambling on America's security and safety.

These are the basic issues and themes and all other issues should be related to them. All other specific issues should be used to illustrate the above points. If we now can hammer these points home to the American people, we will win on November 2.

## MONDALE &amp; CARTER: \*TWO PEAS FROM THE SAME POD

Senator Mondale, whose career has been distinguished by a record of voting for every major spending program proposed except in defense, where he always votes for cuts, should be asked how his \$100-\$200 billion platform spending program will be paid.

If Mr. Carter is sincere in his statement that inflation is a major concern, he would then have to double or triple the present rate of taxation. Since Mr. Carter has indicated some specifics in his proposals for new taxes, Senator Mondale should answer whether he agrees with Mr. Carter's statements.

For example, does the Senator agree with Mr. Carter's statement in an AP interview September 18 with Walter Mears that those above the median income or above \$14,000 or \$15,000 should be taxed more heavily?

Walter Mondale is coming to Ohio today to speak to the people of our great state. I call on Walter Mondale to tell the cost of the 62 new spending programs he and Mr. Carter pledged themselves.

Five of those bills including Senator Mondale's Child Development bill are reckoned by budget analysts to cost \$103 billion. Then there are the Kennedy Health plan, the Perkins Education bill, the Griffith negative income tax and the Humphrey-Hawkins bill. If five of the 62 programs specified in the Carter-drafted platform cost \$103 billion what would be the total cost adding the other 57 programs--\$200 billion?

Does he agree with Mr. Carter's statement in Boston last February that he would do away with the income tax exemption that homeowners now have on their mortgage installment payments?

Does he agree with Mr. Carter's statement in Liberty Magazine this month that he would tax all church property excepting the church building itself?

It is no exaggeration to say that if just one of these three proposals were passed--one which places a heavier burden on those families whose joint income is over \$15,000--, another which would force many families to sell their present home--and another which would close down the parochial



schools, sectarian hospitals and many other worthy institutions--the middle class of America would be ruined.

Senator Mondale owes an explanation to the people of Ohio to say whether he supports these proposals his running mate, Mr. Carter, is on record for making.