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# NEWS RELEASE

from the

## President Ford Committee

P.O. BOX 15345, AUSTIN, TEXAS 78761 (512) 459-4101

FOR IMMEDIATE RELEASE

AUSTIN---Senator John Tower will campaign on behalf of the "Four-for-Ford" delegate teams during a non-stop tour into 20 Texas communities starting April 21.

Tower, President Ford's statewide chairman, will be urging Republican primary voters to elect the delegates pledged to Ford who will appear on the May 1 ballot. A total of 96 delegates - 4 in each of Texas' 24 congressional districts - will be chosen. (Another 4 at-large delegates will be selected by the convention process).

"I am looking forward to visiting with my constituents in behalf of "The Four for Ford" delegate team in Congressional districts all over the state," Tower said.

"The President is providing the leadership necessary to make this an even greater country. He has earned our support, and he is, without a doubt, our best chance for victory in November. I will be urging my fellow Texans to join with me in voting for victory by voting for the Four Delegates pledged to President Ford in their respective Congressional Districts."

Tower will carry President Ford's message into 17 congressional districts. The six-day schedule, which falls during the Congressional recess, includes stops in Wichita Falls, San Angelo, Odessa, Midland, Boerne, Kerrville, New Braunfels, Seguin, Victoria, Port Lavaca, Houston, Bryan, Lufkin, Nacogdoches, Longview, Texarkana, Plano, Sherman, Denton, and Dallas.

The Texas Republican will visit many of the local Ford campaign headquarters and volunteer telephone centers. He also will meet with the news media in each city to discuss issues in Texas' first presidential primary.

- MORE -



Tower's schedule follows:

**Wednesday, April 21**    **WICHITA FALLS:**    9 a.m. at Orchid Branch Savings & Loan, Community Room

**SAN ANGELO:**    11:45 a.m. at Ford headquarters, 1950 W. Beaugard.

**ODESSA:**        2:45 p.m. at Ford headquarters, 300 N. Jackson.

**MIDLAND:**     4:45 p.m. at Ford headquarters, 115 E. Wall.

**Thursday, April 22**    **BOERNE:**        10 a.m. at Antlers Restaurant

**KERRVILLE:**    Noon at Holiday Inn

**NEW BRAUNFELS:** 3:00 p.m. at Krause's Restaurant

**SEGUIN:**        7:30 p.m. at home of Mr. & Mrs. Henry Donegan

**Friday, April 23**     **VICTORIA:**     9:30 a.m. Bank of Commerce, Americana Room

**PORT LAVACA:**    11:15 a.m. at Coastal Bend Savings & Loan Association

**HOUSTON:**      2:30 p.m. News conference at The Albert Pick Motor-Hotel, SW Freeway

**BRYAN:**         4:30 p.m. at Ramada Inn

**LUFKIN:**        7:00 p.m. at Holiday Inn

**Saturday, April 24**    **NACOGDOCHES:** 10:15 a.m. at Sheraton Crest Hotel

**LONGVIEW:**     Noon at Ford headquarters, 1300 Alpine

**TEXARKANA:**    2:45 p.m. at Ford headquarters, Howard Plaza

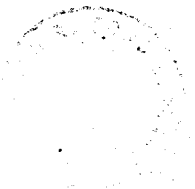
**Sunday, April 25**     **PLANO:**         1:00 p.m. at Ford headquarters, 701 15th

**SHERMAN:**      3:00 p.m. at Texoma Savings & Loan of Grayson County

**DENTON:**        5:00 p.m. at 1506 Malone

**Monday, April 26**    **DALLAS:**        11:00 a.m. Wrap-up news conference at Dallas Press Club.

CONTACT: Bill Keener  
(512) 459-4101



# NEWS RELEASE

from the

## President Ford Committee

P.O. BOX 15345, AUSTIN, TEXAS 78761 (512) 459-4101

Tom Landry, head coach of the Dallas Cowboys, today endorsed President Ford with the following statement:

I've had the opportunity to be acquainted with President Ford since his days in Congress. I've found him the type of man that I can support for President.

He has the type of honesty and integrity that I look for in a man and I'm confident that he will represent the American people in a very positive manner.

To be a winner in football, a team must have this type of moral leadership. I believe the same kind of leadership is necessary for our country. That's why I'm urging all my friends to vote for the President in this important primary election.

# NEWS RELEASE

from the

## President Ford Committee

P.O. BOX 15345, AUSTIN, TEXAS 78761 (512) 459-4101

FOR IMMEDIATE RELEASE

April 1, 1976

CONTACT: Pete Rousel  
459-4101

### NOTE TO CORRESPONDENTS:

For your information.

Attached is a letter sent out recently from the Reagan campaign and a letter sent out today from the President Ford Committee.

-30-

# President Ford Committee

P.O. BOX 15345, AUSTIN, TEXAS 78761 (512) 459-4101

## M E M O R A N D U M

TO: Texas Republican Leaders  
FROM: Mrs. Beryl Buckley Milburn  
Campaign Director

DATE: March 31, 1976

I want to begin by congratulating Governor Reagan on his fine victory in North Carolina. Those of us who support President Ford can take some consolation in the fact that he won 25 of North Carolina's 54 delegate votes, but no one is making any excuses. We lost.

Recently our office began receiving inquiries from the news media about a letter which the Co-Chairmen of the Texas Citizens for Reagan had sent to their leaders around the state. This letter made a number of charges against President Ford and his campaign organizations in Texas. We contacted Ron Deere, the Executive Director of Texas Citizens for Reagan, and requested a copy of the letter which we enclose.

Actions speak louder than words, and I think the actions of the President Ford Committee during the next month in Texas will answer this letter more effectively than anything else. I only ask that each of you make a careful evaluation of the fairness of the charges leveled at the President and draw your own conclusions.

We hope you agree that a positive campaign, based on the issues, is what Texas Republicans want in order to determine how they will vote on May 1. We pledge to conduct such a campaign and call on the leaders of Texas Citizens for Reagan to join us.

BBM/tm  
Enclosure



# Texas Citizens For Reagan

2626 Westheimer, Suite 209 Houston, Texas 77098 Phone: 713/526-1590

March 22, 1976

Dear Reagan Campaign Leaders:

The Texas campaign is about to go public, and lest there be any misunderstanding, Governor Reagan is determined to win. Besides that, he's frankly pretty hacked off at some of the tactics employed by the other side, at some of the distortions and downright misrepresentations of position and fact that have been used to discredit him in order to gain votes for Gerald Ford.

Texas is the key to the Republican nomination. The first of 16 primaries in May, a win here will establish the momentum to carry us into the August convention. It's delegate votes that count, and to reach that magic figure of 1,130, the Texas quota is only 66 of our 100 delegates! We can do better than that for the Governor...and will!

Governor Reagan has run astonishingly strong in those earlier primaries. True, the eastern media, singing in harmony with the Ford strategists, have succeeded quite well in convincing the casual voter that Ford has won crushing victories. The "big lie" doesn't make it so, however, and when the Governor personally starts to campaign down here, the real story will start seeing the light of day.

Not only are we convinced Governor Reagan will win Texas, thus changing the impetus of the contest, but the Ford folks themselves, by their own actions, affirm their deep concern. **THEY KNOW THEY MUST STOP REAGAN IN TEXAS! THEY ARE BRINGING THEIR TOP TACTICIAN IN TO RUN THE TEXAS CAMPAIGN.** William Roberts, the one who masterminded the Ford Florida effort, is to assume control here in lieu of the local establishment which has been running things. So, with Florida as a guide to go by, get ready for a tough, dirty-tricks effort. The same folks who have controlled the official Republican party structure, both nationally and state-wide, for the past dozen years, are fighting for their political lives - and fortunes - to continue that control. The objective is pure power, so don't expect campaign tactics to be adopted on the basis of moral judgements of truth and accuracy.

We have it on excellent authority, for example, that the automated Ford telephone banks across the state are already programmed to attack Ronald Reagan as one who would destroy our Right-To-Work law! They are prepared to smear Governor Reagan, who is firmly on public record in support of 14-B, just as they smeared him in Florida in an outrageous distortion of his position on social security. Isn't it amazing that those who profess to want to build party harmony would employ such tactics?

cont'd.

#### STATE CO-CHAIRMEN

Hon. Ernest Angelo, Jr.  
Midland  
Mrs. William Staff  
Dallas  
Hon. Ray A. Barnhart  
Houston

#### FINANCE CHAIRMAN

James E. Lyon

#### EXECUTIVE DIRECTOR

Ronald B. Dear

#### REGIONAL CHAIRMEN

I Jim Glasgow  
Longview  
II Roger Hill  
Irving  
III Mrs. Bruce Jacobsen  
Fort Worth  
IV C. R. Dollinger, Jr.  
Beaumont  
V Mrs. Warren Binkley  
Houston  
VI Mrs. Louis Doehne  
San Antonio  
VII Bill Scurlock  
McAllen  
VIII Van Henry Archer  
San Antonio  
IX Judge Barbara Culver  
Midland  
X Joe B. Curtis  
Pampa

#### CONGRESSIONAL DISTRICT CHAIRMEN

1 Mrs. W. I. Rebkop  
2 Steve Lilly  
3 Mrs. Wesley Steenson  
4 Jim Horn  
5 Ross Brannan  
6 Sen. Betty Andujar  
7 Weldon H. Smith  
8 Fred Gray  
9 Carl Wallrath  
10 Mrs. Jonathan F. Decherd  
11 Mrs. M. M. MacRae  
12 Alan W. Hamm  
13 James Brandon  
14 Dale Olson  
15 Mrs. Bob Pool, III  
16 Joe McShane  
17 Winston Wrinkle  
18 Jerry Smith  
19 Robert I. Monaghan  
20 Mary Monroe Jackson  
21 Willard King  
22 Mrs. Jack Boges  
23 Mrs. James R. Harris  
24 James A. Cribbs

#### EXECUTIVE COMMITTEE

(Partial Listing)  
Sen. Betty Andujar  
Sen. Walter H. McGeiden  
Rep. William Blythe, Jr.  
Judge Paul Heath, III  
Mrs. Milton Phares  
Mrs. M. J. Snell  
Mr. and Mrs. John S. Howell, III  
Mrs. Jack Hart  
Mr. and Mrs. H. E. Gales  
Hon. Sid Bowers  
H. J. Jack Porter  
Dr. Bruce Jacobsen  
J. R. "Burch" Butler  
John R. Butler, Jr.  
George Strake, Jr.  
Rep. Larry Vick  
Lee Paulsel

Paid for by Citizens for Reagan, Senator Paul Laxalt, Chairman, Henry M. Buchanan, Treasurer

1835 K St., N.W., 8th Floor, Washington, D.C. 20006 • Phone: 202/223-8560

A copy of our report is filed with the Federal Election Commission and is available for purchase from the Federal Election Commission, Washington, D.C.

Now, to those "smashing victories": an incumbent president, with an accumulation of 25 years of I.O.U.'s. from his fellow Washington politicians, spends a reputed 2 million dollars campaigning in Florida to pledge some 200 million federal dollars to that state, wins an election with 53% of the vote, and it's called a "smashing victory"! Hogwash! That's the poorest showing by any incumbent in recent history! The vote differential was less than the size of the U.T. student body in Austin, yet the liberal "experts" would convince folks that this handful of souls should determine the future course of our Party. The same in New Hampshire, where the incumbent president beat our challenger by only 1 1/2%, drawing LESS than 50% of the vote himself. And in Illinois, where his campaign manager predicted a Ford win by 2 to 1, then making it 75% two days before the election, only to win by slightly more than 59%. In a machine-controlled state, that's not landslide stuff. Governor Reagan has been polling, percentage wise, only a few points behind the incumbent in spite of having almost the entire Republican Party hierarchy against him...and in states where he admittedly WAS NOT THE STRONGEST! HE'S STRONG HERE IN TEXAS, AND IN THE WEST AS WELL, and as you know from previous communications, he's won handily in caucus states which the media has ignored.

The fact is, Governor Reagan is a winner, and CAN WIN IN NOVEMBER. That frankly, is why we think the media moguls are trying to destroy his candidacy before the convention. THEIR ONLY HOPE IS FOR THE REPUBLICAN PARTY TO RUIN HIM BEFORE WE GET TO KANSAS CITY.

To lay it on the line, Gerald Ford cannot survive the November campaign. He'll be butchered to pieces on Watergate, the Pardon, Henry Kissinger, etc. Some Republicans reacted strongly when Governor Reagan once mentioned Watergate. Come off it! If they are naive enough to think the Democrats won't hit it in the event he gets the nomination...they just aren't very bright. It WILL be an issue, and a big one.

And another point. Does Gerald Ford have the ability to win a national election where it's Republican vs. Democrat? True, he won by a slight majority in the Republican party primaries to date...WHERE HE HAD CONTROL OF THE OFFICIAL PARTY STRUCTURES. BUT, slightly more than 50% in a party that admittedly only 18% of the population claim as their own, is no real national strength! The truth of what this means, simply stated, is that the incumbent president controls the established party machinery, machinery whose leadership has brought our Republican Party to the brink of obscurity as an effective political force in our government. They may be able (if we allow it) to close out Ronald Reagan, but when they do, they also close out our Party to those conservatives and independents who are essential in November, and who are our only added source of votes!

Ronald Reagan is a leader, a motivator, a man who can inspire our nation. His record of leadership in our most populous state, in the face of a hostile Democrat-controlled legislature, is unparalleled in modern history. A man who, upon assuming the burden of leadership of that state with a 700 million dollar deficit, left office eight years later with a balanced budget and a surplus of 400 million dollars, and in the interval, provided more than 5.7 billion dollars in direct tax relief to the citizens.

Gerald Ford, a moderate conservative? For a quarter century he has been a part of the Washington bureaucracy, always a part of the official Party machinery, a spokesman for the professional politician and the party line. Not a leader, a follower. An accidental president. A president selected, not elected. A man hand-picked by a frantic political establishment in the chaos of Watergate NOT BECAUSE HE WAS A LEADER, but precisely because he was NOT a leader. A man who,

cont'd.



Page 3.

throughout and after the confirmation hearings, adamantly pledged he would never, under any circumstances, run for the presidency in 1976!

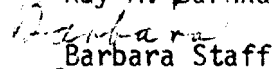
The future of our country and our Party is at stake in this election. Which way will we go? The direction of Nelson Rockefeller, W. J. Usery, Carla Hills, Elliott Richardson, Bill Scranton, all appointed by the "moderate conservative" Jerry Ford? Shall we continue the direction of detente, forfeiture of the Panama Canal, aid to the black revolutionaries in Africa, 60 billion dollar deficit budgets, the Helsinki Pacts, Salt II, military inferiority, ERA, energy shortages, collective bargaining for government employees, busing, etc., as advanced by the Ford administration? Or shall we bring fresh faces and ideas into office, let people and state governments play their constitutional roles in the political process, and breathe new life into this land we love?

The choice is ours. The next five weeks will tell the world the kind of stuff we are made of.

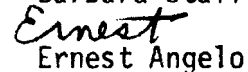
Sincerely,



Ray A. Barnhart



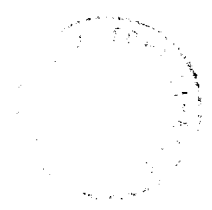
Barbara Staff



Ernest Angelo

Co-Chairmen,  
Texas Citizens for Reagan

P.S. If you are in this to win - we need not only your spirit, your dedication, your perseverance, but we need your money too. Now! Today! Every dollar counts. The campaign is just beginning.



# NEWS RELEASE

from the

## President Ford Committee

P.O. BOX 15345, AUSTIN, TEXAS 78761 (512) 459-4101

FOR RELEASE: Sunday, April 4, 1976

April 2, 1976

CONTACT: Pete Rousel

AUSTIN - Appointment of Peter Rousel of Houston as press director for the Texas President Ford Committee was announced Sunday by U.S. Senator John Tower, Chairman of the President Ford Committee in Texas.

Rousel, 34, joins the Texas campaign from the President Ford Committee headquarters in Washington, D.C. where he has been serving as a special assistant to Robert Mosbacher, National Finance Chairman.

From September, 1974, to March, 1976, Rousel was a member of the White House staff where he served in succession as an assistant to political Counselor Dean Burch, Assistant to the President (Chief of Staff) Don Rumsfeld and Assistant to the President (Chief of Staff) Richard Cheney.

Prior to his service at the White House, Rousel was press secretary and assistant to George Bush from 1969-1974, in his positions as U.S. Congressman from Texas, U.S. Senate candidate, United States Ambassador to the United Nations and Chairman of the Republican National Committee.

In 1968 he served as campaign press secretary to Texas Republican gubernatorial candidate Paul Eggers, and in 1966, while in the employ of Rives, Dyke & Co., a Houston-based advertising agency, he was a tv producer and media consultant to the Senate campaign of U.S. Senator John Tower.

Rousel is a 1965 graduate in journalism of the University of Houston. He is the son of Mr. & Mrs. Hubert Rousel of Houston. His father, a lifetime Texas newspaperman, is retired after serving over 30 years as drama and music critic for The Houston Post.

Rousel is on leave to the Texas President Ford Committee from Washington campaign organization and will return there after the primary campaign period. ###

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from the  
President Ford Committee

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IMMEDIATE RELEASE

April 2, 1976

CONTACT: Pete Roussel

AUSTIN - Senator John Tower, R-Texas, today said Ronald Reagan should be subjected to some searching questions on the subject of national security.

"As second-ranking Republican on the Senate Armed Services Committee," Tower told a news conference here, "I believe I am qualified to set the record straight and I would propose to do so in a debate with Mr. Reagan."

The Senator said he is concerned about the distortions and insinuations in Reagan's nationally televised speech Wednesday night and in his other campaign appearances.

"As one who has worked side-by-side with Gerald Ford on Defense appropriations budgets, both in the Congress and in the White House," Tower said, "I know how strongly and consistently he has supported military preparedness. I am not willing to let irresponsible charges that imply President Ford is soft on national defense go unchallenged.

"How any candidate can attack the President's record on this issue and and retained credibility is beyond me."

Tower said the President this year proposed a 14 per cent increase in the Defense budget. Last year's budget, he added, contained the first significant increase in Defense spending in seven years before it was cut by Congress.

"Reagan would serve his country better by directing his rhetorical fire at a Congress which year after year has cut the Defense budget in order to finance mushrooming social programs," Tower said.

"To set the record straight I am prepared to join with Governor Reagan in a public debate on the issue here in Texas prior to our primary." ###

The President Ford Committee, Howard H. Callaway, Chairman, Robert C. Moot, Treasurer. A copy of our Report is filed with the Federal Election Commission and is available for purchase from the Federal Election Commission, Washington, D.C. 20463.

# President Ford Committee

1828 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036



Mr. Ron Nessen  
Press Secretary to the President  
The White House  
Washington, D.C. 20500

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## President Ford Committee

P.O. BOX 15345, AUSTIN, TEXAS 78761 (512) 459-4101

IMMEDIATE RELEASE

April 5, 1976  
CONTACT: Pete Rousel

AUSTIN - U.S. Senator John Tower (R-Texas) today announced that Bill Keener, who serves as his state representative, is taking an unpaid leave of absence from the Senator's Senate staff to join the President Ford Committee where he will handle political liaison for Senator Tower and the Texas campaign for President Ford.

Keener formerly served as Regional Director of the National Republican Congressional Campaign Committee, having responsibility for congressional campaigns in 11 states. He has been active in Texas political affairs since 1960.

In announcing Keener's appointment, Tower said, "I am very pleased that Bill Keener has agreed to coordinate my personal efforts on behalf of President Ford in the Republican primary. We are in this race to win, and I am confident that Bill will be a real asset to achieving that goal and to the President Ford Committee in Texas."

-30-



# NEWS RELEASE

from the

## President Ford Committee

P.O. BOX 15345, AUSTIN, TEXAS 78761 (512) 459-4101

FOR RELEASE: Sunday, April 4, 1976

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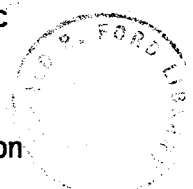
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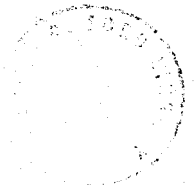
P.O. BOX 15345, AUSTIN, TEXAS 78761 (512) 459-4101

April 1, 1976

### NOTE TO CORRESPONDENTS

Due to a delay in getting out of Washington Thursday night, Senator Tower's news conference will be at 3 P.M. on Friday, April 2, instead of 10 A.M. in the speaker's committee room.

Pete Rousel



# NEWS RELEASE

from the

## President Ford Committee

P.O. BOX 15345, AUSTIN, TEXAS 78761 (512) 459-4101

FOR IMMEDIATE RELEASE

April 1, 1976  
CONTACT: Pete Roussel  
459-4101

### NOTE TO CORRESPONDENTS:

Senator John Tower will hold a news conference in the Speaker's Committee Room of the State Capitol, Friday, April 2, at 10:00 A.M. to discuss the Presidential Campaign.

-30-

# NEWS RELEASE

from the

## President Ford Committee

P.O. BOX 15345, AUSTIN, TEXAS 78761 (512) 459-4101

FOR IMMEDIATE RELEASE

April 1, 1976

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459-4101

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P.O. BOX 15345, AUSTIN, TEXAS 78761 (512) 459-4101

## M E M O R A N D U M

TO: Texas Republican Leaders                      DATE: March 31, 1976

FROM: Mrs. Beryl Buckley Milburn  
Campaign Director

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BBM/tm  
Enclosure



# Texas Citizens For Reagan

2626 Westheimer, Suite 209 Houston, Texas 77098 Phone: 713/526-1590

March 22, 1976

Dear Reagan Campaign Leaders:

The Texas campaign is about to go public, and lest there be any misunderstanding, Governor Reagan is determined to win. Besides that, he's frankly pretty hacked off at some of the tactics employed by the other side, at some of the distortions and downright misrepresentations of position and fact that have been used to discredit him in order to gain votes for Gerald Ford.

Texas is the key to the Republican nomination. The first of 16 primaries in May, a win here will establish the momentum to carry us into the August convention. It's delegate votes that count, and to reach that magic figure of 1,130, the Texas quota is only 66 of our 100 delegates! We can do better than that for the Governor...and will!

Governor Reagan has run astonishingly strong in those earlier primaries. True, the eastern media, singing in harmony with the Ford strategists, have succeeded quite well in convincing the casual voter that Ford has won crushing victories. The "big lie" doesn't make it so, however, and when the Governor personally starts to campaign down here, the real story will start seeing the light of day.

Not only are we convinced Governor Reagan will win Texas, thus changing the impetus of the contest, but the Ford folks themselves, by their own actions, affirm their deep concern. THEY KNOW THEY MUST STOP REAGAN IN TEXAS! THEY ARE BRINGING THEIR TOP TACTICIAN IN TO RUN THE TEXAS CAMPAIGN. William Roberts, the one who masterminded the Ford Florida effort, is to assume control here in lieu of the local establishment which has been running things. So, with Florida as a guide to go by, get ready for a tough, dirty-tricks effort. The same folks who have controlled the official Republican party structure, both nationally and state-wide, for the past dozen years, are fighting for their political lives - and fortunes - to continue that control. The objective is pure power, so don't expect campaign tactics to be adopted on the basis of moral judgements of truth and accuracy.

We have it on excellent authority, for example, that the automated Ford telephone banks across the state are already programmed to attack Ronald Reagan as one who would destroy our Right-To-Work law! They are prepared to smear Governor Reagan, who is firmly on public record in support of 14-B, just as they smeared him in Florida in an outrageous distortion of his position on social security. Isn't it amazing that those who profess to want to build party harmony would employ such tactics?

cont'd.

Paid for by Citizens for Reagan, Senator Paul Laxalt, Chairman, Henry M. Buchanan, Treasurer  
1835 K St., N.W., 8th Floor, Washington, D.C. 20006 • Phone: 202/223-8560

A copy of our report is filed with the Federal Election Commission and is available for purchase from  
the Federal Election Commission, Washington, D.C.

Now, to those "smashing victories": an incumbent president, with an accumulation of 25 years of I.O.U.'s. from his fellow Washington politicians, spends a reputed 2 million dollars campaigning in Florida to pledge some 200 million federal dollars to that state, wins an election with 53% of the vote, and it's called a "smashing victory"! Hogwash! That's the poorest showing by any incumbent in recent history! The vote differential was less than the size of the U.T. student body in Austin, yet the liberal "experts" would convince folks that this handful of souls should determine the future course of our Party. The same in New Hampshire, where the incumbent president beat our challenger by only 1 1/2%, drawing LESS than 50% of the vote himself. And in Illinois, where his campaign manager predicted a Ford win by 2 to 1, then making it 75% two days before the election, only to win by slightly more than 59%. In a machine-controlled state, that's not landslide stuff. Governor Reagan has been polling, percentage wise, only a few points behind the incumbent in spite of having almost the entire Republican Party hierarchy against him...and in states where he admittedly WAS NOT THE STRONGEST! HE'S STRONG HERE IN TEXAS, AND IN THE WEST AS WELL, and as you know from previous communications, he's won handily in caucus states which the media has ignored.

The fact is, Governor Reagan is a winner, and CAN WIN IN NOVEMBER. That frankly, is why we think the media moguls are trying to destroy his candidacy before the convention. THEIR ONLY HOPE IS FOR THE REPUBLICAN PARTY TO RUIN HIM BEFORE WE GET TO KANSAS CITY.

To lay it on the line, Gerald Ford cannot survive the November campaign. He'll be butchered to pieces on Watergate, the Pardon, Henry Kissinger, etc. Some Republicans reacted strongly when Governor Reagan once mentioned Watergate. Come off it! If they are naive enough to think the Democrats won't hit it in the event he gets the nomination...they just aren't very bright. It WILL be an issue, and a big one.

And another point. Does Gerald Ford have the ability to win a national election where it's Republican vs. Democrat? True, he won by a slight majority in the Republican party primaries to date...WHERE HE HAD CONTROL OF THE OFFICIAL PARTY STRUCTURES. BUT, slightly more than 50% in a party that admittedly only 18% of the population claim as their own, is no real national strength! The truth of what this means, simply stated, is that the incumbent president controls the established party machinery, machinery whose leadership has brought our Republican Party to the brink of obscurity as an effective political force in our government. They may be able (if we allow it) to close out Ronald Reagan, but when they do, they also close out our Party to those conservatives and independents who are essential in November, and who are our only added source of votes!

Ronald Reagan is a leader, a motivator, a man who can inspire our nation. His record of leadership in our most populous state, in the face of a hostile Democrat-controlled legislature, is unparalleled in modern history. A man who, upon assuming the burden of leadership of that state with a 700 million dollar deficit, left office eight years later with a balanced budget and a surplus of 400 million dollars, and in the interval, provided more than 5.7 billion dollars in direct tax relief to the citizens.

Gerald Ford, a moderate conservative? For a quarter century he has been a part of the Washington bureaucracy, always a part of the official Party machinery, a spokesman for the professional politician and the party line. Not a leader, a follower. An accidental president. A president selected, not elected. A man hand-picked by a frantic political establishment in the chaos of Watergate NOT BECAUSE HE WAS A LEADER, but precisely because he was NOT a leader. A man who,

Page 3.

throughout and after the confirmation hearings, adamantly pledged he would never, under any circumstances, run for the presidency in 1976!

The future of our country and our Party is at stake in this election. Which way will we go? The direction of Nelson Rockefeller, W. J. Uesery, Carla Hills, Elliott Richardson, Bill Scranton, all appointed by the "moderate conservative" Jerry Ford? Shall we continue the direction of detente, forfeiture of the Panama Canal, aid to the black revolutionaries in Africa, 60 billion dollar deficit budgets, the Helsinki Pacts, Salt II, military inferiority, ERA, energy shortages, collective bargaining for government employees, busing, etc., as advanced by the Ford administration? Or shall we bring fresh faces and ideas into office, let people and state governments play their constitutional roles in the political process, and breathe new life into this land we love?

The choice is ours. The next five weeks will tell the world the kind of stuff we are made of.

Sincerely,

*Ray*  
Ray A. Barnhart  
*Barbara*  
Barbara Staff  
*Ernest*  
Ernest Angelo

Co-Chairmen,  
Texas Citizens for Reagan

P.S. If you are in this to win - we need not only your spirit, your dedication, your perseverance, but we need your money too. Now! Today! Every dollar counts. The campaign is just beginning.



# NEWS RELEASE

from the

## President Ford Committee

P.O. BOX 15345, AUSTIN, TEXAS 78761 (512) 459-4101

IMMEDIATE RELEASE

Wednesday, March 24, 1976

AUSTIN - Robert Wade Brown today announced that he is withdrawing as an uncommitted delegate in the First Congressional District in the May 1 Republican presidential primary. At the same time, Brown announced his support for President Ford.

"The President, in my opinion, is responding to issues in a way all Republicans and responsible conservatives can support," Brown said, in a statement. "Therefore, I find it no longer necessary to remain uncommitted. I am supporting President Ford, and I urge other uncommitted delegates to do the same."

Brown, of Texarkana, is vice chairman of the Bowie County Republican Party as well as state vice president of the United Texas Young Republican Federation.

He was one of nine uncommitted delegates who had filed for ballot positions in six congressional districts in the Republican primary. He is the first to withdraw in support of a candidate.

The remaining uncommitted delegates on the Republican ballot are Gayle D. Fogelson, Jr., of Dallas, in Congressional District 5; Rita Palm, Ft. Worth, in District 12; Sam H. Wright, Oliver Butler, Dorothy Ella Potts and Thomas Erwin, all of Houston, in District 18; Juanadella Lacy, Midland, in District 19, and Jeanette Hokanson, Houston, in District 22.

Brown's letter of withdrawal was filed with the Texas Secretary of State today.

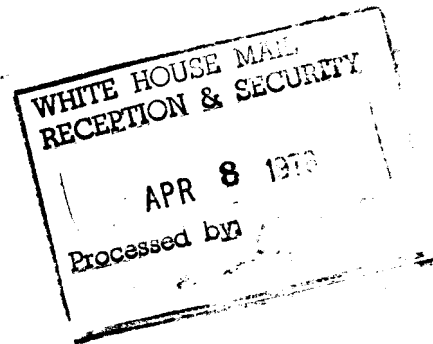


# President Ford Committee

P.O. BOX 15345, AUSTIN, TEXAS 78761 (512) 459-4101



Mr. Ron Nessen  
Press Secretary to the President  
The White House  
Washington, D. C. 20500



# NEWS RELEASE

from the

## President Ford Committee

P.O. BOX 15345, AUSTIN, TEXAS 78761 (512) 459-4101

IMMEDIATE RELEASE

April 5, 1976

AUSTIN - The appointment of Rev. Paul A. Weiss of Austin as Chairman of Senior Texans for President Ford was announced today by U.S. Senator John Tower, Chairman of the President Ford Committee in Texas.

Upon his appointment, Rev. Weiss stated, "President Ford is helping those of us who are retired, now we are going to help him. Older Texans support Ford for many reasons including his success at cutting down inflation; determination to improve and strengthen the Social Security Trust Fund, and his conviction to maintain a strong National Defense."

Rev. Weiss is a retired Methodist minister who, for 35 years, served Methodist churches in San Antonio, Big Lake, Del Rio and Weslaco. During seven of those years he also served as Director of Wesley Manor a Methodist retirement home in Weslaco, Texas. He served for 30 years on the Board of Directors of the Christian Freedoms Foundation.

Long active as a member of the Republican Party in Travis County, Rev. Weiss served as a delegate to the Republican State Convention in 1974.

Rev. Weiss attended Sam Houston State and the University of Texas and is a graduate of the Perkins School of Theology in Dallas. He is active in the Lions Club and Rotary of Lampasas. He is married to the former Marie Muenzler. They have three children, all of whom reside in the state.

# NEWS RELEASE

from the

## President Ford Committee

P.O. BOX 15345, AUSTIN, TEXAS 78761 (512) 459-4101

FOR IMMEDIATE RELEASE

April 6, 1976

AUSTIN ---

President Ford Committee campaign manager Rogers C. B. Morton will arrive in Texas Wednesday, April 7, for two days of events in the state that will take him to Ft. Worth, Midland-Odessa and Houston.

On Wednesday, Morton will arrive in Ft. Worth for a morning visit to the President Ford Committee headquarters, 805 Lamar, and a meeting there with local and area campaign officials.

He will have a news conference there with all Dallas-Ft. Worth Area media at 12 noon in the Nordic Room of the Ft. Worth Club.

Morton will then fly to Midland for a series of afternoon events that will include a 4 P.M. news conference at the Midland-Odessa Airport followed by a public reception at 5 P.M. at the First National Bank of Midland where he will make remarks and participate in a question and answer session.

On Thursday, April 8, Morton will fly to Houston where he will hold a news conference for all Houston area media at 10:00 A.M. at the President Ford Committee Headquarters, 1327 So. Voss Road. He will attend a luncheon for President Ford Committee campaign leaders from the Harris County area followed by an afternoon meeting for young businessmen from the Houston area at the Hyatt Regency House hosted by Robert Mosbacher, National Finance Chairman for the President Ford Committee.

# NEWS RELEASE

from the

## President Ford Committee

P.O. BOX 15345, AUSTIN, TEXAS 78761 (512) 459-4101

FOR IMMEDIATE RELEASE

April 6, 1976

### PRESS ADVISORY ON PRESIDENT FORD'S TEXAS TRIP

For guidance and planning purposes, the following schedule currently holds for the President's trip to Texas. A more detailed schedule will be available tomorrow.

#### Friday, April 9, 1976

A.M. -- Depart D.C.

Noon -- San Antonio

Speech and additional event

P.M. -- Dallas

Evening event

OVERNIGHT DALLAS

#### Saturday, April 10, 1976

A.M. -- Dallas

Morning event

Noon -- El Paso

Speech to Texas Feed & Grain Association

Bicentennial event for Gold Star Mothers

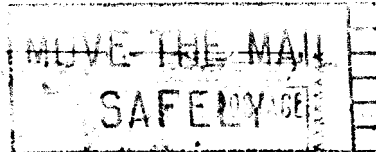
P.M. -- Amarillo

Speech Q/A Session

Return to D.C.

# President Ford Committee

P.O. BOX 15345, AUSTIN, TEXAS 78761 (512) 459-4101



Mr. Ron Nessen  
Press Secretary to the President  
The White House  
Washington, D. C. 20500

# NEWS RELEASE

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P.M. -- Amarillo

Speech Q/A Session

Return to D.C.

# NEWS RELEASE

from the

## President Ford Committee

P.O. BOX 15345, AUSTIN, TEXAS 78761 (512) 459-4101

FOR RELEASE: Sunday, April 4, 1976

April 2, 1976

CONTACT: Pete Rousel

**AUSTIN** - Appointment of Peter Rousel of Houston as press director for the Texas President Ford Committee was announced Sunday by U.S. Senator John Tower, Chairman of the President Ford Committee in Texas.

Rousel, 34, joins the Texas campaign from the President Ford Committee headquarters in Washington, D.C. where he has been serving as a special assistant to Robert Mosbacher, National Finance Chairman.

From September, 1974, to March, 1976, Rousel was a member of the White House staff where he served in succession as an assistant to political Counselor Dean Burch, Assistant to the President (Chief of Staff) Don Rumsfeld and Assistant to the President (Chief of Staff) Richard Cheney.

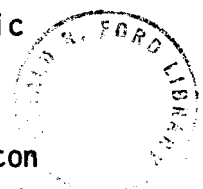
Prior to his service at the White House, Rousel was press secretary and assistant to George Bush from 1969-1974, in his positions as U.S. Congressman from Texas, U.S. Senate candidate, United States Ambassador to the United Nations and Chairman of the Republican National Committee.

In 1968 he served as campaign press secretary to Texas Republican gubernatorial candidate Paul Eggers, and in 1966, while in the employ of Rives, Dyke & Co., a Houston-based advertising agency, he was a tv producer and media consultant to the Senate campaign of U.S. Senator John Tower.

Rousel is a 1965 graduate in journalism of the University of Houston. He is the son of Mr. & Mrs. Hubert Rousel of Houston. His father, a lifetime Texas newspaperman, is retired after serving over 30 years as drama and music critic for The Houston Post.

Rousel is on leave to the Texas President Ford Committee from Washington campaign organization and will return there after the primary campaign period. ###

The President Ford Committee, Rogers C. B. Morton, Chairman, Robert Mosbacher, National Finance Chairman, Robert C. Moot, Treasurer. A copy of our report is filed with the Federal Election Commission and is available for purchase from the Federal Election Commission, Washington, D.C. 20463.



# NEWS RELEASE

from the

## President Ford Committee

P.O. BOX 15345, AUSTIN, TEXAS 78761 (512) 459-4101

IMMEDIATE RELEASE

April 2, 1976

CONTACT: Pete Roussel

AUSTIN - Senator John Tower, R-Texas, today said Ronald Reagan should be subjected to some searching questions on the subject of national security.

"As second-ranking Republican on the Senate Armed Services Committee," Tower told a news conference here, "I believe I am qualified to set the record straight and I would propose to do so in a debate with Mr. Reagan."

The Senator said he is concerned about the distortions and insinuations in Reagan's nationally televised speech Wednesday night and in his other campaign appearances.

"As one who has worked side-by-side with Gerald Ford on Defense appropriations budgets, both in the Congress and in the White House," Tower said, "I know how strongly and consistently he has supported military preparedness. I am not willing to let irresponsible charges that imply President Ford is soft on national defense go unchallenged.

"How any candidate can attack the President's record on this issue and and retained credibility is beyond me."

Tower said the President this year proposed a 14 per cent increase in the Defense budget. Last year's budget, he added, contained the first significant increase in Defense spending in seven years before it was cut by Congress.

"Reagan would serve his country better by directing his rhetorical fire at a Congress which year after year has cut the Defense budget in order to finance mushrooming social programs," Tower said.

"To set the record straight I am prepared to join with Governor Reagan in a public debate on the issue here in Texas prior to our primary." ###

The President Ford Committee, Howard H. Callaway, Chairman, Robert C. Moot, Treasurer. A copy of our Report is filed with the Federal Election Commission and is available for purchase from the Federal Election Commission, Washington, D.C. 20463.



# NEWS RELEASE

from the

## President Ford Committee

P.O. BOX 15345, AUSTIN, TEXAS 78761 (512) 459-4101

IMMEDIATE RELEASE

April 7, 1976

CONTACT: Pete Rouse1

AUSTIN - Mrs. Beryl Buckley Milburn, Director of the Texas President Ford Committee today announced that President Ford will be in Texas Friday-Saturday, April 9-10 for a series of events in San Antonio, Dallas, El Paso and Amarillo.

In announcing the visit, Mrs. Milburn said, "We are delighted that the President is coming to Texas and anticipate an enthusiastic welcome for him on this trip and a very positive response to his candidacy at the polls on May 1st."

The President's schedule:

### Friday, April 9, 1976

- 8:40 A.M. - Depart Washington
- 11:00 A.M. - Arrive San Antonio, Kelly AFB
- 11:30 A.M. - Tour of the Alamo sponsored by Daughters of the Republic of Texas
- 12:00 Noon - Speech at Alamo Plaza
- 2:00 P.M. - Attends reception for campaign workers, San Antonio Civic Center
- 3:20 P.M. - Depart San Antonio
- 4:30 P.M. - Arrive Dallas Love Field
- 5:00 P.M. - Remarks/Questions & Answers before SMU School of Business Management briefing, International Ballroom, Fairmont Hotel

- 5:55 P.M. - Attends fundraising reception,  
Gold Room, Fairmont Hotel
- 8:00 P.M. - Speech at Irving Bar Association Law  
Day Dinner, Stadium Club, Texas Stadium
- Overnight - Dallas

Saturday, April 10, 1976

- 8:00 A.M. - Attends reception for campaign workers,  
Gold Room, Fairmont Hotel
- 9:15 A.M. - Regional press conference sponsored by  
Dallas/Ft. Worth chapters of Sigma Delta  
Chi, International Ballroom, Fairmont Hotel
- 10:45 A.M. - Depart Dallas
- 11:55 A.M. - Arrive El Paso
- 12:30 P.M. - Speech/Questions & Answers before the Texas  
Grain and Feed Association, El Paso Civic  
Center
- 1:30 P.M. - Attends reception for campaign workers,  
El Paso Civic Center
- 3:00 P.M. - Makes presentation in downtown plaza  
commemorating city memorial for those who  
gave lives in armed conflict sponsored  
by El Paso Bicentennial Committee
- 4:50 P.M. - Depart El Paso
- 7:10 P.M. - Arrive Amarillo Air Terminal
- 7:50 P.M. - Attends reception for campaign workers,  
Hilton Inn
- 8:30 P.M. - Speech/ Questions & Answers at West Texas  
State University
- 10:05 P.M. - Depart for D. C.

# NEWS RELEASE

from the

## President Ford Committee

P.O. BOX 15345, AUSTIN, TEXAS 78761 (512) 459-4101

FOR IMMEDIATE RELEASE

April 6, 1976

AUSTIN ---

President Ford Committee campaign manager Rogers C. B. Morton will arrive in Texas Wednesday, April 7, for two days of events in the state that will take him to Ft. Worth, Midland-Odessa and Houston.

On Wednesday, Morton will arrive in Ft. Worth for a morning visit to the President Ford Committee headquarters, 805 Lamar, and a meeting there with local and area campaign officials.

He will have a news conference there with all Dallas-Ft. Worth Area media at 12 noon in the Nordic Room of the Ft. Worth Club.

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On Thursday, April 8, Morton will fly to Houston where he will hold a news conference for all Houston area media at 10:00 A.M. at the President Ford Committee Headquarters, 1327 So. Voss Road. He will attend a luncheon for President Ford Committee campaign leaders from the Harris County area followed by an afternoon meeting for young businessmen from the Houston area at the Hyatt Regency House hosted by Robert Mosbacher, National Finance Chairman for the President Ford Committee.

# NEWS RELEASE

from the

## President Ford Committee

P.O. BOX 15345, AUSTIN, TEXAS 78761 (512) 459-4101

IMMEDIATE RELEASE

April 8, 1976

CONTACT: Linden Heck

### JACK FORD, SON OF PRESIDENT TO CAMPAIGN IN TEXAS APRIL 12-14

AUSTIN - Linden Heck, Young Texans for Ford Coordinator today announced that presidential son Jack Ford will be in Texas Monday-Wednesday, April 12-14 for a series of events that will take him to Fort Worth, Dallas, Denton, Austin, San Antonio and Houston.

Miss Heck said that Ford will visit college campuses at each of his stops, and in each case will make remarks and participate in question and answer sessions. All events at which he appears will be open to the general public and the press.

In announcing Ford's visit, Miss Heck said, "Having Jack Ford in Texas and on many of our campuses will prove a big plus in bringing even more young Texans into our campaign.

"His approach to people and issues is open and straightforward - the way Texans like it," she noted.

"He'll be here not only to campaign in his father's behalf but also to listen to the ideas of students, young people and others. Based on that, we anticipate an enthusiastic reception for him throughout the state."

-30-

(SEE ATTACHMENT FOR JACK FORD'S  
DETAILED SCHEDULE)

The President Ford Committee, Rogers C. B. Morton, Chairman, Robert Mosbacher, National Finance Chairman, Robert C. Moot, Treasurer. A copy of our report is filed with the Federal Election Commission and is available for purchase from the Federal Election Commission, Washington, D.C. 20463.



## JACK FORD - TEXAS SCHEDULE

April 12 - 12:00 PM Arrive at Dallas/Fort Worth Airport

2:00 - 2:45 PM Rally at Texas Christian University,  
Student Center Lounge

2:45 - 3:10 PM Texas Christian University,  
Holding Room - Press Availability, Room 205,  
TCU Student Center

4:30 - 5:30 PM Dallas County Ford Headquarters - 6071 Sherry  
Lane, Dallas, Texas 75225

6:30 - 7:30 PM Dinner with Young Texans for President Ford

8:00 - 9:00 PM Southern Methodist University Rally, SMU  
Student Center Lounge

9:00 - 9:30 PM Holding Room - Press Availability, Room 104,  
SMU Student Center

### April 13

9:00 - 10:00 AM North Texas State University Rally, One O'Clock  
Lounge, NTSU Student Center

12:30 PM Austin, Texas Arrival

2:00 - 3:00 PM Travis County Ford Headquarters, 1201-B West 34th

3:30 PM University of Texas - Holding Room - Press  
Availability, Room 203 Parlen

4:00 - 5:00 PM University of Texas Rally, Batts Auditorium

7:30 - 8:10 PM Trinity University, San Antonio  
Holding Room - Press Availability, Ruth Taylor  
Art Building, #116


8:15 - 9:30 PM Trinity University, San Antonio, Rally  
Ruth Taylor Concert Hall

### April 14

8:30 PM Bexar County Ford Headquarters, 715 Parkridge,  
San Antonio, Texas

1:30 - 2:00 PM University of Houston, Houston, Texas  
Holding Room - Press Availability, Student Center  
Expansion, Atlantic Room

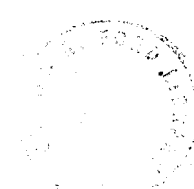
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- 3:30 - 4:30 PM Harris County Ford Headquarters, 1327 South Voss Road, Houston, Texas
- 5:00 - 6:00 PM Texas State University Rally, Houston, Texas  
Law Building, Moot Court
- 6:00 PM Depart for Houston International Airport -  
Leave Texas



John Gardner (Jack) Ford was born March 16, 1952. Jack recently was named Director of Youth Marketing and Special Projects for WorldMark Travel Inc.

His job does include encouraging youth travel, primarily in the United States, and among other duties he will help put together an informational guide to youth travel in the U.S. Jack was graduated from Utah State University at Logan, Utah in 1975 with a major in forestry. A former member of the U.S. Forest Service Fire-Fighting and a former park ranger with the National Park Service, Jack is the only Ford son living in the White House.



# NEWS RELEASE

from the

## President Ford Committee

P.O. BOX 15345, AUSTIN, TEXAS 78761 (512) 459-4101

IMMEDIATE RELEASE

April 8, 1976

CONTACT: Linden Heck

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2:00 - 3:00 PM University of Houston Rally, U.of H. Student Center,  
Arboretum



3:30 - 4:30 PM Harris County Ford Headquarters, 1327 South Voss  
Road, Houston, Texas

5:00 - 6:00 PM Texas State University Rally, Houston, Texas  
Law Building, Moot Court

6:00 PM Depart for Houston International Airport -  
Leave Texas



# NEWS RELEASE

from the

## President Ford Committee

P.O. BOX 15345, AUSTIN, TEXAS 78761 (512) 459-4101

IMMEDIATE RELEASE

April 13, 1976

CONTACT: Peter Rousel

AUSTIN - Ronald Reagan's political record as governor of California indicates he would be a disaster as the Republican presidential nominee, it was charged today.

Paul Eggers, twice the Republican nominee for governor of Texas, said that under Reagan the California Republican Party went steadily downhill from a position of dominance.

He predicted Republican candidates would suffer nationally and in Texas if "by some long shot chance" Reagan were the nominee.

"When Reagan was elected in 1966," said Eggers, "Republicans held both U.S. Senate seats, 18 of 38 Congressional districts, five of six statewide constitutional offices and a majority in both houses of the Legislature."

"By the time he left office eight years later, the Democrats had captured both U.S. Senate seats, increased their Congressional majority by 28 to 15, won five of six statewide constitutional offices and captured a two-thirds majority in each house of the Legislature."

Eggers said that as a two-time candidate for governor in Texas he is "painfully aware of how difficult it is to build a two-party system of government."

"The last thing we want or need is a candidate like Reagan who has a record of benign neglect of his own position as a political leader, and who has people representing him in our state who seem intent on rehashing

old wounds and making for a divided rather than unified Republican Party."

"As the Ft. Worth Star Telegram said editorially on April 11, 'Reagan talks a divisive game.' I agree."

Eggers, who is seeking election as a delegate committed to President Ford in the May 1 Texas primary, said in Dallas that the President by contrast has a long record as a political leader committed to the election of other Republicans.



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# viewpoints

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*Bentsen, Ford presidential*

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*choices*

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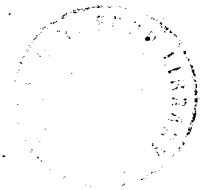
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