

George Bush for President.

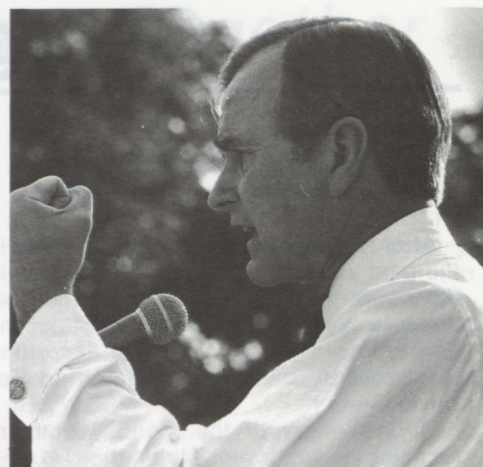
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Bush Support Strong Where It Counts

COAST TO COAST . . .

A majority of Republican leaders across the nation favor George Bush for the Republican presidential nomination in 1980, according to a coast-to-coast survey of GOP state chairmen and national committeemen conducted by the Christian Science Monitor.

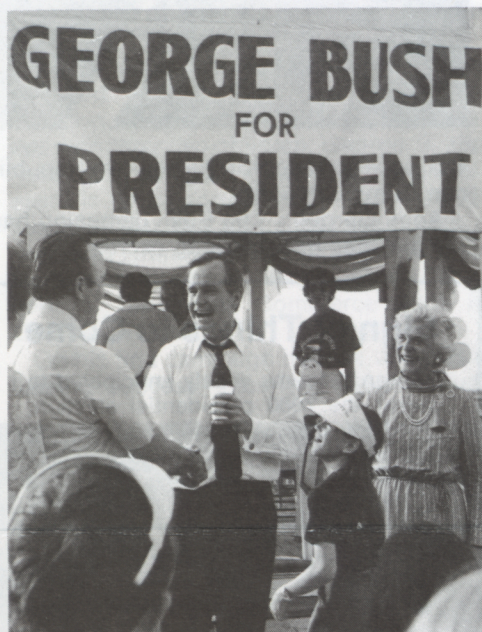
More than half of the 162 key leaders contacted responded to the survey. Twenty-seven said they wanted Bush to be the Party nominee, 24 preferred Ronald Reagan, and 22 said they preferred John Connally. The remainder of the preferences was spread out among nearly a dozen others.

The newspaper reported that the significance of this strong and solid support for Bush "is clear: It means that in primary and caucusing states there will be strong help for Mr. Bush where it can do him the most good.

"These leaders will be passing the word along to GOP politicians all over their states to work for Bush, to caucus for Bush, to get out the vote for Bush."

The Monitor reported that the survey results help "set the stage so that Mr. Bush might well score an early upset—the sort of surprise victory that might give him the momentum to go on to further primary wins."

Also significant in the survey was the large number of top GOP leaders (63) who said they still believe President Carter will be the 1980 nominee of his party. The newspaper quoted one Midwest Republican leader as saying it is "unbelievable" that the other party will "dump an incumbent," but, the leader was quoted, "(Carter) does not have the ability to lead the USA in trying times."



Campaign Excellence

The Bush campaign strategy of signing top Republican talent and early grassroots organizing has continued in Massachusetts and Puerto Rico.

Chairman of the Massachusetts Bush Steering Committee is FRANK HATCH, prominent Republican and 1978 gubernatorial candidate. ANN KRAMER, top Boston political organizer and key member of the campaigns of Hatch, Govs. John Volpe and Francis Sargent, was named Mass. Bush campaign manager.

Named as P.R. Co-Chairmen were the HON. JULIA RIVERA de VINCENTI and OVIDIO RODRIGUEZ. Also leading

IN THE CAPITAL . . .

A summer poll of Republicans in the U.S. House shows that if the majority of GOP members have their way, George Bush will be running the White House after 1980.

Twenty-three percent of the Representatives named Bush as their preference for the 1980 GOP presidential nomination—tied with one other Republican candidate, and more than all others.

The survey was conducted by the States News Service, with 53 percent of the House Republicans responding.

The roster of past and present Members of Congress publicly supporting George Bush for President includes: Rep. Barber Conable, Rep. John Paul Hammerschmidt, Rep. Pete McCloskey, Rep. James P. Johnson, Rep. Tom Railsback, Rep. Elwood "Bud" Hillis, Rep. Bill Frenzel, Rep. Tom Kleppe, Rep. James C. Cleveland, Rep. Hamilton Fish, Rep. G. William Whitehurst, Rep. Joel Pritchard, Rep. Shirley Pettis, Rep. Charles Whitehouse, Rep. Wiley Mayne, Sen. J. Glenn Beall, Rep. Clarence Miller, Rep. Fletcher Thompson, Rep. Phil Ruppe, Rep. James R. Grover, Rep. John Dellenback, Rep. Wendell Wyatt, Rep. Herman J. Schneebeli, Rep. Sherman Lloyd, Rep. John H. Ware, Sen. William Saxbe, Sen. Hugh Scott, Rep. George O'Brien and Rep. William Henry Harrison.

Bush efforts there are prominent Republicans TONY RODRIGUEZ, ERNESTO ROMAN, ANGEL ROSA and JOSE RAMIREZ.

All the above are early evidence of George Bush's stated intent to "attract excellence to government" and to his campaign.

George Bush On The Run

ISSUES IN MAINE:

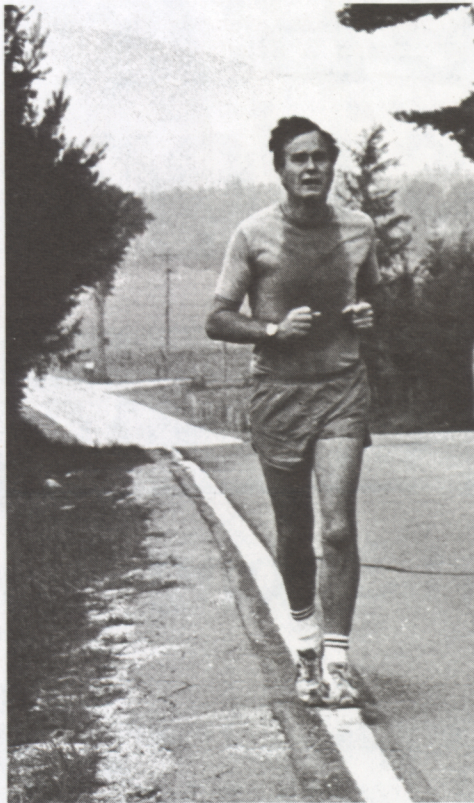
After logging more than 100,000 miles in the past year across almost every state in the country, in August George Bush sat down to listen to "the best ideas from the best brains in every major field," according to campaign issues and research adviser David Gergen.

During much of the month, seminars focusing on top issues facing the U.S. and the world in the international, economic, energy, health, and other arenas were held at Bush's home in Kennebunkport, Maine, to prepare for this fall's heavy campaigning.

Contributing were such experts as John Lehman, former Deputy Director of the Arms Control & Disarmament Agency; Ray Cline of the Center for Strategic and International Studies; Yale Professor of Economics Paul MacAvoy; John Knebel, former Secretary of Agriculture; and Congressman Barber Conable, ranking Minority member of the Ways and Means Committee of the House of Representatives.

"George Bush is a quick study," says Gergen, who supervised the month's seminars. "He has a good mind, a varied background and, obviously, a lot of ideas of his own. He doesn't have a closed mind—he's interested in what others have to offer."

Gergen, currently a research fellow at the American Enterprise Institute where he edits Public Opinion magazine, is a former



top issues adviser for the last two Republican Administrations.

Adds Gergen: "The Bush campaign has the makings of something exciting."

ON THE RECORD:

Though operating out of Maine for most of August, George Bush peppered his schedule with brief campaign and fundraising stops in Illinois, Florida, Massachusetts, Vermont, New York, Iowa and New Hampshire.

Along the way, Bush attended two state GOP meetings, met with voters and the press one-on-one, took several walking tours of small towns, sat down with senior citizens, stood before numerous civic groups, and crowned the queen at an Italian Heritage Festival. Typically, he also went on the record:

ENERGY—"If President Carter is serious about solving the energy crisis he must... demand that the Congress stay in Washington and get moving now. (Instead) we have a Congress, controlled by members of the President's own party, (which) is taking its August recess—a polite term for nearly five weeks of vacation. The American people understand that when we have a family crisis, a business crisis or a community crisis, we roll up our sleeves, go to work and solve it. In Washington, the President declares a crisis and everybody goes on vacation. What kind of leadership is that?"

CHRYSLER CORP.—"In the case of Chrysler, my deep concern and compassion is with the hundreds of thousands of workers whose jobs are directly or indirectly linked to the survival of our third largest automaker. However, I want to reduce government involvement in business, not strengthen it. And bailing out Chrysler through federal financial assistance gets the government more deeply involved."

TAXES—"Because of inflation, the federal government is now reaping 'windfall taxes.' I fully support and urge the enactment into law of tax indexing. Through indexing, tax rates would be automatically lowered as inflation pushes workers into higher brackets. Until this concept is law, the working people of this country and those on fixed incomes will continue to be economically punished through the devastation of the Carter Administration's current policies."

EDUCATION DEPARTMENT—"President Carter's support for the Department of Education is simply a political act designed to keep in the good graces of the National Education Association... one of the few remaining labor organizations willing to put its neck in the noose for the President's re-election chances. It is only right to provide our teachers and school administrators with more time in the classroom... Under the President's plan they spend more of their working day filling out government forms at the expense of the children... We don't want more federal controls in our local schools."

DEAR REPUBLICAN: In the age of the computer, and with thousands of newsletters going out, you may erroneously receive more than one George Bush For President newsletter. If so, please accept our apologies, and pass the extra on to a friend.

Veterans: VIVA BUSH!

Campaigning in Texas recently, George Bush appeared before the GI Forum's state convention, and roused delegates to enthusiastic shouts of "Viva Bush!"

As the Corpus Christi Caller-Times tells it: "Bush took the podium and assured... a packed room of about 300 that he wouldn't take the importance of the Hispanic vote lightly. He then proceeded to transform a somewhat sullen group into a cheering section."

"Four times Bush was interrupted by applause—twice in denouncing the SALT Treaties, once for declaring his hate of war, and once for supporting a new relationship with Mexico."

"Bush finished his speech with an unabashed declaration of love for country. It brought the veterans to their feet."

A naval veteran of World War II, Bush became the Navy's youngest carrier pilot at 18, and was shot down over the Bonin Islands. He received three air medals and the Distinguished Flying Cross for "heroism and extraordinary achievement."

"Bush left the (veterans)," the newspaper concluded, "amid a rousing standing ovation... and shouts of 'Viva Bush!'"

Sign of Things to Come

In an outcome widely anticipated to mirror the 1980 presidential election, "Bushwacker"—a champion racing worm representing Republican candidate George Bush—slid easily past the worms of all other candidates in the Greater Claremont, N.H., International Invitational Annelid Race recently.

Months of merciless training and restricted diets paid off as Bushwacker squirmed away from the pack and past his fellow Republican opponents in the preliminaries.

But when Bushwacker faced the Democratic opponent, "Teeth," in the final race, tension filled the air. Although Gallup polls showed his popularity at an all-time low, Teeth presented a formidable challenge.

It was widely agreed that Bushwacker was the one worm who could do the job, however, and that the previous months of preparation would pay off in the end.

Sure enough, as the crowd began picking up the "Bushwacker" chant, he forged to the lead and took the laurels, polishing off the foot-long course in about one minute.

THE BUSH FAMILY: Running Together

You have to remind the family of George Bush that campaigning for President—with the thousands of miles traveled in short periods of time, the endless numbers of hands to shake and questions to answer, the constant exposure—can be rough. Not only are they good at it, they seem to thrive on it.

"Because of the campaign, our family is probably closer-knit now than it was before, or will be again," says Barbara Bush, wife of the candidate.

After three years of traveling widely with a 40-minute slide presentation on her 15 months in China while her husband was U.S. Envoy to Peking, Barbara has easily shifted to stumping for her husband.

She is getting rave reviews.



Other pluses are the five Bush children, campaign assets all. As the Gannett News Service recently reported, "... substantial credit may be due to the widening name recognition won for (Bush) by some of the most likable and attractive family members any candidate ever had as his campaign surrogates."

As the family hits the road for their father one by one, Gannett continued, "reports from the hustings are so positive that it seems this family unit may yet prove a formidable political weapon."

The oldest son, 33-year-old GEORGE BUSH, is an independent businessman in Midland, Texas, where he lives with his wife, Laura. A Republican candidate for



U.S. Congress last year, George Jr., is no stranger to politics. He has worked extensively in numerous Texas and Florida campaigns, including his father's congressional campaigns in the 7th District of Texas.

With a history degree from Yale and a business degree from Harvard, George Jr., is not currently campaigning on the road, but instead is "being a big help to me on one-shot assignments, contacting certain people, things like that," says his father.

JEB BUSH, 26, is working as his father's assistant in the Bush headquarters in Houston, where Jeb and his wife, Columba, live with their two children, George, 3, and Noelle, 2. Jeb is bilingual, and was graduated Phi Beta Kappa from the University of Texas in just two and a half years with a degree in Latin American Studies. He is on leave from his job as Assistant Vice President of the Texas Commerce Bank in Caracas, Venezuela.

On his first campaign trip out, Jeb was a flaming success—receiving almost equal

time to that given by a national TV network to two other GOP presidential candidates at a Republican picnic in Des Moines, Iowa.

Another success on the road for George Bush has been 24-year-old NEIL BUSH, a full-time campaign volunteer in New Hampshire, working with Bush state chairman, former Gov. Hugh Gregg. Neil was graduated from Tulane last May with a master's degree in business, and has been busy ever since winning converts for his father's presidential bid.

"Knowing Neil has raised George Bush so much in our estimation because it tells you so much good about the family Neil grew up in," says a Republican activist in Amherst, N.H.

Twenty-two-year-old MARVIN BUSH is finishing undergraduate work in history and English at the University of Virginia. Meanwhile, he seeks exposure for the Bush name by buying old jalopies, covering them with "Bush for President" stickers, and



competing in area demolition derbies. No derby wins yet, but lots of attention for the name George Bush.

Also in school is the family's only daughter, Dorothy, 20. After finishing her studies at Katherine Gibbs School in Boston, Dorothy will join the Bush headquarters staff in Massachusetts full-time.

The solidarity exhibited by the Bush clan is unusual among political families, especially considering the amount of time the two heads of the household are on the road. Barbara Bush travels with her husband one week a month "because I really miss him, and also because if I'm going to represent him I have to be around enough to at least be current on what he's saying."

As the rest of the family gets into the act—impressing the press and public alike with their attractiveness and intelligence—it is insightful to hear from an important half of the Bush team about the other:

"I think one of the times I felt the best I ever have about George," says Barbara, "came recently when an interviewer asked him what he thought had been his greatest accomplishment in life.

"I waited to see whether he would say it was being U.S. Ambassador (to the United Nations), or representative to China, or head of the CIA, or what. But do you know what he said was his greatest accomplishment?

"He said, 'The fact that my kids still want to come back home.'"



THE BUSHES, from l to r, back: Marvin, Jeb holding 3-year-old George, George Bush, George Jr. and wife Laura. Front: Jeb's wife Columba with 2-year-old Noelle, Dorothy, Barbara, and Neil.

THE WORD ON BUSH

"Bush is now a full-fledged candidate for the Republican nomination for the presidency . . . in the last few months his stock has skyrocketed and he is now being considered one of the top two to three candidates."

DENISON (Iowa) BULLETIN ★

"No shrinking violet (and who could be with such ambition?) Bush acts and speaks as one who has established his goal and fixed his course and intends that nothing or no one will deter his progress."

SPOKANE DAILY CHRONICLE ★

"Mark that name in your mind. The George Bush candidacy is very real. You'll be hearing a good deal more about this remarkable man . . . We feel that he is the top choice in a strong field."

THE WINTER GARDEN (Fla.) TIMES ★

"(Bush) certainly does have credentials and support that make him worth considering."

OREGON JOURNAL ★

"(George Bush), showing . . . a streak of flair and color . . . has stalked New Hampshire voters with determination and . . . is one of the leading contenders in the Republican race."

NEW HAMPSHIRE TIMES ★



"(George Bush) has a lot going for him . . . The records of other Republicans are pale by comparison. Bush's strength lies in the fact that over the years he has made friends in every part of the nation . . . Few can match his credentials. Fewer still can draw on such a varied list of contacts."

THE (New London, Conn.) DAY ★

"I'm predicting that (a) Texan will be the Republican nominee for president—George Bush. It's not out of the question that the American voters will decide Carter is out of his league, and that it's time to return the power to . . . a candidate such as Bush."

(Springfield, Ill.) STATE JOURNAL-REGISTER ★

THE BEST IN THE FIELD

RAY SCOTT: TOP CATCH FOR BUSH

*A monthly look at who is supporting George Bush for President, who is working for him across the country, and who is shaping the campaign.

George Bush went fishing recently in Alabama, and came back with a top prize: his Alabama state chairman, Ray Scott, one of the nation's best-known fishermen and the President/Founder of Bass Anglers Sportsmen Society (B.A.S.S.)—the world's largest organization of fishermen.

A relative newcomer to politics, Scott, from Montgomery, built B.A.S.S. to its current 300,000-member status, and has the know-how to "draw the average American citizen back into the mainstream of politics," according to Bush.

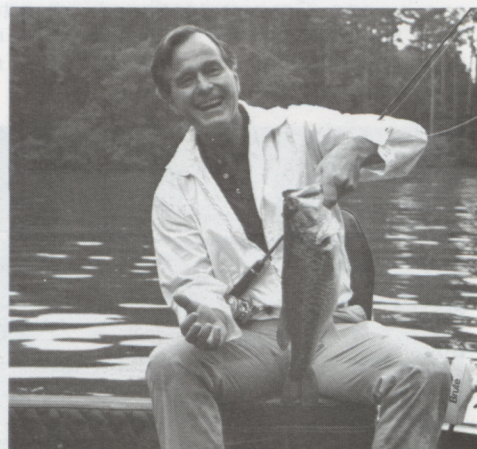


Bush with Alabama Chairman Ray Scott.

"Ray has proved his abilities as an organizer and leader in the sport of fishing, and I'm confident he can be as successful in helping us win in the critical Alabama primary," said Bush.

Says Scott: "George Bush is the only candidate who's tough enough to be President." Scott called on the nation's 64 million sport fishermen to become more politically active, saying "No longer can we be content to go fishing while others are voting and politicking. While we're fishing, the political process is passing us by."

Scott will be assisted in enlisting Alabama Bush supporters by Alabama Co-Chairman Mildred Anne Lee, a long-time and prominent Republican leader from Birmingham. Ms. Lee has been active in every presidential campaign since 1960, was the Co-Chairman of the President Ford Committee in Alabama in 1976, and has organized and run several local and state campaigns in Alabama.



Also from Birmingham is Len Gavin, Bush field staffer in Alabama. Gavin was educated in the South, attending Auburn University and the Marine Corps University. He is a former candidate for Sheriff, and has earned high marks for his activity in Alabama Republican campaigns.

"The caliber of talent I have working with me and for me in Alabama brings my campaign closer to the goal of renewing the American spirit and faith in government," said Bush.