



***“We are moving into a  
new decade in 1980.  
A decade of decision...”***

George Bush on  
ABC's Issues and Answers  
January 28, 1979



**A**mericans will have some hard decisions to make in the 1980's. And we must come up with the right answers. We can't afford to be wrong.

We will need a new kind of leadership. Leadership that can inspire, that will be credible at home and abroad, that has the breadth of experience it will take to cope with the complex problems we face. We must have leadership with the strength to make the decisions that will have to be made.

George Bush, in the opinion of a growing number of Americans, is uniquely qualified to provide that leadership. He is known as a man who does what he sets out to do, undeterred by obstacles. He has demonstrated a high level of competency in everything he has undertaken. He thrives on challenge. And he has proved it over and over again. . .

### As a candidate for Congress

In 1966 he gave up a successful business career to run for the House of Representatives in Houston, Texas, a Democratic stronghold. The "experts" said a Republican didn't have a chance. They didn't know George Bush. He won with an impressive 58 percent of the vote, and became the first Republican ever elected to federal office from that part of the state.



### As a U.S. Representative

It normally takes years for a new Congressman to have any influence. George Bush was effective right from the start. Shortly after he was sworn in he was named to the prestigious House Ways and Means Committee, a recognition accorded to only three freshman Congressman in this century. He took the lead in introducing new legislation, and he was picked to head several important task forces. His record during his first term was so outstanding that in 1968 they couldn't find a Democrat to run against him; he was re-elected without opposition.

### As Ambassador to the United Nations

Professional diplomats rate him as one of our finest ambassadors to that body. Serving during an unusually tense period in the world organization, George Bush quickly earned a reputation as a skillful negotiator, and he impressed the members with his forceful presentation of U.S. positions in the Security Council and General Assembly. Even the hard-line Soviet delegation came to respect him.



### As Chairman of the Republican National Committee

Ignoring the doomsayers who were predicting the demise of the Republican Party during the dark days of the Watergate investigation, George Bush concentrated on supplying the firm leadership the Party so desperately needed. Observers close to that scene say it was his efforts, more than any other single factor, that held the Party together in 1974. In eight months he traveled over 150,000 miles, building the spirits of Republicans, disassociating the Party from the wrongs of a few, and doing it, in the words of the Iowa National Committeeman, "with grace and dignity."

### As Chief of the U.S. Liaison Office in Peking

It was a sensitive post, complicated by a culture that baffles most Americans. George Bush adjusted rapidly, and showed again that he could get along with people even when he sometimes disagreed with them. And the Chinese leaders discovered that behind the friendly good manners of this outgoing American there was a tough-minded defender of U.S. interests, a man to be taken very seriously.

### As Director of the Central Intelligence Agency

This was another example of George Bush being asked to take on a difficult assignment at the worst possible time. The CIA had been under fire from

the Congress, the press and the public for many months, and there was widespread concern that the damage to the agency might be irreparable. Bush acted quickly, and succeeded in restoring both the morale and efficiency of the CIA. More important, he made sure the country would continue to have a strong intelligence capability.

### The Early Years

George Bush's accomplishments during the last 13 years came as no surprise to people who had known him earlier. His life before he went into public service was equally full of challenges and achievements.

During World War II he was the youngest pilot in the U.S. Navy, receiving his wings and commission when he was only 18. As a carrier pilot in the Pacific he won three Air Medals and the Distinguished Flying Cross for "heroism and extraordinary achievement," and he was shot down in combat over the Bonin Islands.

At Yale University, determined to make up for the time he had spent in the service, he completed his studies in just two and a half years. Yet despite a heavy load of courses, he was a Phi Beta Kappa honors student, president of his class, and captain of the varsity baseball team that won the NCAA Eastern Division championship.

Starting from scratch in Texas, where he moved after graduating from Yale, he pioneered in the risky business of drilling for oil offshore. By the time he was thirty he had founded Zapata Off-Shore Company. Under Bush's aggressive leadership the company prospered, and his innovative methods revolutionized the industry.



You can tell what a man can do by looking at what he's done. George Bush has done a lot. In fact, it is hard to think of anyone else in American public life today who has done as much, who has faced so many challenges—or who has served his country so well in so many different ways.

George Bush: a leader for the 80's, America's decade of decision.



## George Bush Answers a Frequently Asked Question:

"The press and others say they're having a hard time 'labeling' me. They say I've been called a conservative, a moderate conservative, a moderate—so they're asking me, 'What are you?' It's a fair question.

"The truth is, all my life I've avoided labels. In my opinion, they're restrictive and not really relevant anymore in the complex world of today. So I've chosen to deal with issues individually, rather than to just blindly apply a single political philosophy to every problem.

"If you have to give me a label, call me an American. And a working Republican. I want what is right for our country and its people, and I believe that's a lot more important than what name you put on it.

"In Congress I argued and voted for cutbacks in federal expenditures and reductions in the size of the bureaucracy, and I introduced legislation to set priorities on government spending. I have also, through the years, fought to prevent a weakening of our national defenses; and when I was at the CIA, and since then, I have spoken out against attempts to diminish our intelligence capability.

"As a Congressman I also took the lead in sponsoring legislation dealing with a wide range of social issues. I proposed new laws to improve the quality of life for all Americans, and to make government more responsive to human needs.

"In foreign affairs, I believe strongly that we must maintain the credibility of the United States. Right now I feel we're in danger of losing it. We must prove to the world that we will stand by our principles. We must be consistent. Other nations respect us only when we are strong. When we vacillate or back down, we confuse and discourage our friends and encourage our enemies—and we lose the respect of both.

"What we need today are not labels, but leadership—forceful leadership that can find answers to our problems, that believes in our country's destiny, that has a vision for America. If I can help give America that leadership, I'm willing to let other people decide what to call me."

## George Bush: Facts and Dates

Born in Milton, Massachusetts, June 12, 1924

Grew up in Greenwich, Connecticut.

Three brothers, one sister.

Attended Phillips Academy,

Andover, Massachusetts. Graduated June, 1942.

U.S. Navy: June, 1942-Sept., 1945.

Carrier pilot in the Pacific.

Attended Yale University. Graduated June, 1948.

Sales trainee, Dresser Industries,

Odessa, Texas: 1948-1950.

Co-founder, Bush Overby Development

Company, Midland, Texas: 1951-1953

Co-founder, Zapata Petroleum

Corporation, Midland, Texas: 1953-1954.

Co-founder and president, Zapata Off-Shore

Company, Houston, Texas: 1954-1966.

U.S. Congressman: 1966-1970.

Ambassador to the United Nations:

Feb., 1971-Jan., 1973.

Chairman, Republican National Committee:

Jan., 1973-Sept., 1974.

Chief, U.S. Liaison Office, Peking:

Sept., 1974-Dec., 1975.

Director, Central Intelligence Agency:

Jan., 1976-Jan., 1977.



Married to the former Barbara Pierce since 1945.

Five children: George, Jeb, Neil, Marvin and Dorothy.

Home: Houston, Texas.

A copy of our report is on file with the Federal Election Commission and available for purchase from the Federal Election Commission, Washington, D.C. 20463.

Paid for by George Bush for President.