

George Bush for President.

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An Upbeat End to 1979; A Challenging 1980

Closing out 1979—seven months and 206,000 miles after announcing for president—the headlines said it best: “No Longer ‘George Who?’,” “George Bush: Gaining,” “George is Coming On Strong,” “Bush Gears Up.”

Straw poll victories and strong showings in Iowa, Maine, Florida and Vermont (see page 2), boosted George Bush's campaign rapidly. An avalanche of weighty endorsements for Bush occurred. Solid, early organizing continued while Bush kept up his relentless travel across the country.

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Washington Post

Reporters took note of Bush's “rousing oratory” and “authentic charm.” They reported that “he veritably quivers with optimism,” moving enthusiastic crowds to their feet. Wrote the *Washington Post*: “As almost every strategist . . . would affirm, Bush has made better use of 1979 than any of his rivals.”

And yet with the Iowa caucuses just weeks away, no one knew better than George Bush that the longest, roughest part of the road was just ahead. “We’re on schedule; we’ve come a long way. But now more than ever I’m depending on each and every individual to turn out for that caucus, vote in that primary, spread the word, vote for Bush.” Added National Campaign Chairman Jim Baker: “In both time and money, we need everyone’s help.”

FLORIDA

In a state where other candidates

spent hundreds of thousands of dollars, George Bush came in late November with a modest budget and staff and spoke before some 1,326 Florida Republicans, expecting a solid fourth-place straw poll finish behind other candidates better-organized and well-entrenched in that state. Instead, Bush swept to a strong third-place finish, on the heels of the second-place finisher.



Statistics: Traveled 206,000 miles in 37 states; 27 days off, including weekends.

Veteran political writer and columnist David Broder wrote that while “Ronald Reagan won the Florida Republican convention straw vote and John Connally finished second, (it) was George Bush who surprised and impressed the political professionals by finishing a strong third.” Summed up the Orlando *Sentinel Star*: “Reagan Takes the Cake, But Bush Gets the Icing.”

IRAN

In the midst of late-year campaigning American personnel at the U.S. Embassy in Tehran, Iran, were taken hostage by

Iranians demanding the return of the deposed Shah. Tense and delicate negotiations followed, as waves of anger and frustration rippled across the country.

Bush called on all Americans to give “continued support” to American government efforts to free the hostages, and favored the government's freezing of \$12 billion in Iranian assets in this country. Long an advocate of U.S. energy independence, he supported a cut-off of Iranian oil imports here, and continued to urge Americans to stand strong and united to demand release of those captive.

“I feel up! I feel fired up for the '80s . . . I jogged three miles yesterday and three miles today, and I feel like I'm ready to go all the way to Detroit.”

1980

Continuing to prove his pledge to “work harder than anyone else” to get the GOP nomination, Bush stayed on the campaign trail down to the last day of the year. In December alone, he visited voters in Iowa, Pennsylvania, South Carolina, Arkansas, Massachusetts, New Hampshire, Wisconsin, Alabama, Texas, California, Oregon, Wyoming, New York, Puerto Rico and Hawaii.

Having taken just 27 days off—including weekends—in 1979, and facing all but four days of January on the road, George Bush was still telling crowds: “I feel up! I feel fired up for the '80s . . . I jogged three miles yesterday and three miles today, and I feel like I'm ready to go all the way to Detroit next summer.”

IOWA / NEW HAMPSHIRE / FLORIDA / MASSACHUSETTS / CON

NEW YORK / ARKANSAS / TEXAS / CALIFORNIA

CONNECTICUT / VERMONT / ALABAMA / DELAWARE

POLLING FEVER

**"My job now is to make
George Bush a household word."**

—George Bush, Maine, November 1979

In polling of Republican state officials, Members of Congress, university students and voters at large, the name George Bush keeps cropping up consistently at the top, or making steady movement toward it:

Vermont Green Mountain Republican - Nov. 27-Dec. 5 5,900 polled; 555 responded "If you had to vote today, who would you favor to be the GOP nominee in 1980?" Bush 28.5%, Reagan 27%, Connally 15%.

U.S. House of Representatives, polled by States News Service -

October, 435 polled; 190 responded "If the Presidential Nominating Convention were being held now, which candidate or potential candidate would you like to see as the nominee of your party?" Bush 26%, Reagan 24%.

New York State Republican Officials - several hundred polled and responded. "Who would you choose to be the GOP nominee in 1980?" Bush 100, Connally 78, Reagan 77, Baker 48.

Ohio Republican State Officials, polled by the *Columbus Dispatch* - Nov. 17-26, 281 polled; 166 responded. Bush was the big gainer here, jumping from 7% in a similar earlier poll to 12% in this most current one. The leaders were also asked to name their second choice for president, and Bush led this question with 28%.

University of Pennsylvania Young Republicans - Dec. 6 straw vote - "Who do you favor to be the Republican Presidential Nominee?" Bush 30%, Reagan 27%, Baker 23%, Connally 20%.

Jefferson County, Alabama, Young Republicans - Dec. 4 straw poll - "Who do you favor to be the Republican Presidential Nominee?"

Bush 40%, Reagan 19%, Connally 10%.

Newark, Delaware, Republican Party - Nov. 13 straw poll - "Who would you want as the Republican nominee if running against Carter?" Bush 33%, Reagan 30%, Baker 16%, Connally 10%.

"Who would you favor as the nominee against Kennedy?" Bush 39%, Reagan 26%, Baker 18%, Connally 10%.

12%. In a similar poll taken by the group six months ago, Bush stood at 4% behind Reagan with 42% and Connally with 9%.

Dartmouth College, polled by The Dartmouth school paper - October all-campus mail poll; 755 responded. "Who would you favor for the Republican Presidential nomination?" Bush 113, Connally 74, Reagan 60, Baker 53.

"Who would you prefer in a Bush-Carter race?" Bush 51%, Carter 49%. When matched against Kennedy as a possible Democratic nominee, Bush polled a close 49.4%.

Duke University, polled by Duke University Republican Club - November. 148 polled and responded "Who do you favor to be the 1980 Republican nominee?" Bush 24%, Reagan 18%, Baker 16%, Connally 14%.

"Which do you prefer, Edward Kennedy or George Bush?" Bush 48%, Kennedy 33.1%, Undecided 18.9%.



NORTH CAROLINA / PENNSYLVANIA / OHIO / ILLINOIS / MAINE

Deputy Chairman For Coordination

Gordon B. Zacks, a successful Ohio businessman active in state and national GOP activities and who has strong ties with the American Jewish community, has been named the Bush campaign Deputy Chairman for Coordination. The post was created to foster further interest in George Bush and assist in fundraising and organizing.

Mr. Zacks is president and board chairman of R.G. Barry Corp., a major national footwear manufacturer based in Columbus, Ohio. A National Finance Committee executive member for President Ford in 1976, he is a Trust Member of the National Republican Senatorial Committee, and is national vice chairman of the United Jewish Appeal. He is also active on the boards of such organizations as the United Israel Appeal, National Jewish Conference Center, American-Israel Public Affairs Committee and the American Jewish Committee.



Black Republicans For Bush

Black Republicans for Bush was organized to better concentrate upon and emphasize George Bush's exemplary record on civil rights, open housing, the participation of blacks and minorities in the Republican Party and other concerns of the black community.

Heading the organization are co-chairmen Arthur A. Fletcher and Mrs. Jewel Lafontant.

Mr. Fletcher is a former Assistant Secretary of Labor and former Deputy Assistant for Urban Affairs under President Ford. The 1978 GOP nominee for mayor in the District of Columbia, in 1972 he served as executive director of the United Negro College Fund.

Mrs. Lafontant, a Chicago attorney, was the first woman ever to serve as Solicitor General, and held that post from 1973-75. A member of the U.S. delegation to the United Nations in 1972, she is on the boards of the Tuskegee Institute in Alabama, Howard University in Washington, D.C., and various major corporations.



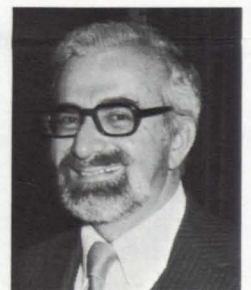
National Heritage Council

The Bush campaign National Heritage Council serves to focus upon individual concerns of the nation's diverse groups, and is headed by Chairman Michael Sotirhos.

Mr. Sotirhos is the national co-chairman and New York State president of the Republican Heritage Groups Council, was the 1976 New York Deputy campaign director for President Ford, and is the vice chairman of the New York Republican State Committee.

A leading Greek Orthodox churchman, he is a former vice president of the Metropolitan Council of Churches of Greater New York, and currently serves as vice president of the Archdiocesan Cathedral.

He served two terms on the International Operations Committee of the National Voluntary Services Advisory Council, and was chairman.



GEORGE BUSH: A Policy for the '80s

Position paper excerpts:

ECONOMICS

... "Within 100 days of taking office, submit a balanced budget to the U.S. Congress."

... "I favor limiting the rate of growth of federal spending."

... "I have proposed \$20 billion in supply-side tax cuts to take effect FY 1980."

... "After the federal budget is balanced, income taxes should be indexed, reduced each year by the amount of inflation."

... "Businesses must be encouraged to locate and create jobs in areas of high unemployment and undertake the expense of training."

ENERGY

... "What we need for the coming decade are policies that recognize America's strengths in energy and reformulate the role of government in capitalizing on them."

... "Permit coal to be burned more readily; the Clean Air Act air quality standards must be maintained. . . . but remove other arbitrary standards which today bar coal from being burned even where those primary standards are being fully achieved."

... "Move immediately to deregulate oil and natural gas, both the price and allocation; combine a windfall profits tax with a plowback provision."

... "We must continue to develop nuclear power, taking all steps required to ensure that its safety record is maintained and strengthened."

... "In developing synthetic fuels from coal and other domestic hydrocarbons, the construction of a few pilot plants should be the full extent of the government's direct role."

DEFENSE

... "Several critical weapons systems must be approved; a new manned bomber; the long-range cruise missile; the neutron weapon; a strengthened three-ocean navy; improved air defense capabilities and strategic airlift capabilities. . . . All this means a commitment to spend a minimum of about \$15 to \$20 billion more during the next few years, starting with \$5 to \$6 billion more in 1980."

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.

BEST IN THE FIELD

Halper Named Issues Director

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.

Stefan A. Halper, a member of the last two Republican administrations and a former vice president of Price-Waterhouse, Inc., has been named Director of Policy Development and Research for the Bush campaign.

Halper previously was assisting the campaign as a consultant, and was active in the series of issues seminars Bush sponsored last August in Maine with experts in various foreign and domestic fields.

A former legislative assistant to U.S. Sen. William V. Roth, R-DE, Halper is a graduate of Stanford University with Phi Beta Kappa honors, and was a Fulbright scholar to Oxford University.

He worked in the White House for six years, serving from 1971-73 in the Special Action Office for Drug Abuse Prevention, from 1973-75 in the Office of Management and Budget, and from 1975-77 in the Office of Communications and the Office of Chief of Staff.

Position Papers

One of the top priorities of the campaign



research division has been the development of Bush's position papers, working in close conjunction with the best issues experts and with Bush himself. Now close to completion, Halper says the papers reflect "reasoned approaches—not quick fixes or miracle cures—to the immense challenges facing government today."

Adds Bush: "My policy proposals will not be inflated, but realistically optimistic. There is reason for optimism in many cases."

"I will not be out-organized by anybody . . ."

Bush Support Multiplies Across Country

Top, respected Republican talent continues to jump on the Bush bandwagon:

In MINNESOTA, of the 322 leading Republicans who have joined the Bush Steering Committee, 211 are former delegates to the state's last GOP convention.

In OHIO, Congressman Ralph Regula has thrown his support for Bush and joined the campaign's National Steering Committee.

In ILLINOIS, former Rep. William P. Hanrahan has resigned from membership on the Connally National Steering Committee and been named Lake County Chairman for George Bush.

In MICHIGAN, former Gov. George Romney has been named Honorary Campaign Chairman, and Mrs. Loret Ruppe has been named State Chairman. Mrs. Ruppe took an active hand in the campaigns that sent her husband, Philip, to the U.S. House of Representatives for six terms, and as an active member of the League of Women Voters has earned a reputation as a

dynamic—as well as politically experienced—speaker.

Romney is one of the country's most respected GOP leaders, served as Michigan governor from 1963-69, and is a former president of American Motors.

In PENNSYLVANIA, Bush has named U.S. Rep. Bill Goodling as his State Chairman. Goodling has represented Pennsylvania's York, Adams and eastern Cumberland counties in Congress since 1975. Along with his father, former Rep. George A. Goodling, he serves on the Bush National Steering Committee.

Republican National Committeewoman from Pennsylvania, Mrs. Elsie H. Hillman, and U.S. Rep. William F. Clinger will serve as co-chairmen of the Pennsylvania Bush Steering Committee.

Meanwhile in WYOMING, Bush has gained the support of 19 prominent state Republicans, and has named former Congressman William Henry Harrison and former National Committeewoman from Wyoming, Mrs. Estelle Stacey Carrier, as co-chairmen of his campaign.

THE WORD ON BUSH

"Bush is on the verge of burying the 'George Who?' question."

WASHINGTON POST ★

"All the '3 percent' jokes are now in Bush's past, casualties of the candidate's success."

Columnist GEORGE WILL ★

"In the past few weeks George Bush has managed to shorten the odds considerably. The Republican field of ten candidates has plainly divided into the big four and . . . Bush is firmly of that top rank."

TIME MAGAZINE ★

"Bush . . . has emerged from the now complete 1979 preliminaries as the man most visibly in motion toward the Republican nomination—by some estimates the only man in motion."

NEWSWEEK MAGAZINE ★

"He is this year's happy warrior, the candidate having the most fun. This nation needs a demonstration that public affairs can be cheerful. Bush is protected against bitterness by the only sure armor, a sense of humor."

Columnist GEORGE WILL ★

"George Bush quite clearly becomes this year's straw-poll king . . . Several of the more prominent national political columnists (are) making ominous Bush noises . . . leaving Bush as the candidate with the best shot at the nomination."

NEW YORK MAGAZINE ★

"Candidates in the high-stakes shoot-out for the Republican presidential nomination are running into trouble with their campaigns . . . the notable exception among the major contenders is Texan George Bush, whose campaign is purring along smoothly."

UNITED PRESS INTERNATIONAL ★

"What charisma! And with credentials . . . I was sold."

DETROIT FREE PRESS ★

"If Jimmy Carter asked in 1976 'Why not the best?' Bush is asking Republicans 'Who not excellence?' in 1980."

WAUKEGAN (Ill.) NEWS-SUN ★

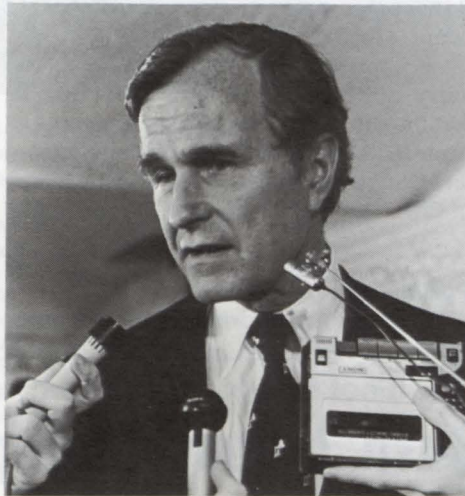
"OK, you read it here first. If a former governor from Georgia could rise from national obscurity to the presidency . . . why not a man with strong ties in both New

England and Texas, and who has held such positions as U.S. Congressman, Ambassador to the UN, envoy to Red China, chairman of the National Republican Party and director of the CIA?"

PHILADELPHIA DAILY NEWS ★

"Mr. Bush has proved himself a far more formidable candidate than many glamor-smitten pundits would have guessed only a few months ago . . . Bush has succeeded in every job he's held (and is) known as a man who deals fairly with friend and foe."

DETROIT NEWS ★



"Bush's credentials stack up well against the other Republican hopefuls . . . Bush is intelligent and thoughtful. He is also humane and decent. He comes across as a vigorous, dynamic campaigner . . . his platform does not include a long list of promises . . . it is clear that he would propose sound and preferable alternatives."

DAYTON JOURNAL HERALD ★

"George Bush has had the widest executive experience in a party that has traditionally produced some of the country's best high-level administrators."

FAYETTEVILLE (N.C.) TIMES ★

"This newspaper finds Bush to be the better candidate for president. (He) brings to the political arena, along with his qualifications, his personal integrity, his grit to persevere, and his ability to accomplish whatever he sets out to do. He is second to none. We need a take charge man for the 1980s and George Bush, in our opinion, is the take charge guy America desperately needs. And he will get the tough jobs done."

DILLSBURG (Pa.) WEEKLY BULLETIN ★

"George Bush suddenly seems to be looking surprisingly well."

ATLANTA CONSTITUTION-JOURNAL ★

"What does come through is a solid, intelligent political pro, a man of warmth and dedication . . . So my prediction is that the Republicans will take a hard look . . . and settle for Bush."

CLEVELAND PRESS ★

"It is interesting to note that the political insiders in Iowa pretty much favor George Bush as their candidate . . . Bush does have high qualifications . . . he does have the support of many of those who do the work in the party—and that is support of tremendous importance."

LYON COUNTY (Iowa) REPORTER ★

"He is quite impressive, gives every appearance of sincerity, ability and honesty. He gives you confidence he would make a stern, effective president. He has excellent credentials. His outstanding character and ability leave little doubt George Bush would make this country a good president."

BALDWIN (Ala.) TIMES ★

"Bush is achieving what had eluded him: visibility and respectability."

BOSTON GLOBE ★

"George Bush is emerging as potentially a strong contender for the Republican nomination for the presidency."

BIRMINGHAM NEWS ★

"What strikes one most about Bush is the unbridled enthusiasm of his admirers. Bush assuredly adds a lot of class to the contest."

CINCINNATI ENQUIRER ★

"There is a New George Bush . . . who, as all the world knows, is running for the Republican presidential nomination. He has become an accomplished public speaker. Not that he wasn't a good one before. Now he's more than good; he's excellent. But Old George's qualities of honesty, humor and lack of self-importance are still present in New George. The candidate has class."

CORPUS CHRISTI CALLER TIMES ★

"The burgeoning support of GOP candidate George Bush perhaps is indicative of the country's mood for a non-political politician."

COLUMBUS DISPATCH ★