

**REPUBLICAN NATIONAL CONVENTION** / MIAMI BEACH  
AUGUST 1972



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# Official Program


30th Republican National Convention/Miami Beach, August 1972

## CONTENTS

	<b>Page</b>		<b>Page</b>
<b>Presidency</b>			
Presidential Message	5	Republican Party Best for America by Thomas Evans	153
Message From First Lady	54	Young Republicans	155
Greetings From Mamie Eisenhower	67	College Republicans	157
Journey for Peace... Peking... Moscow	7-15	Voluntary Giving Key to Two-Party System	
The Nixon Years... a Reaching Out	16,17	by Jeremiah Milbank, Jr.	159
A Time of Hope and Years of Change	18-51		
<b>Vice Presidency</b>			
Statement From Vice President Spiro Agnew	60,61		
<b>Convention</b>			
Statement From Senator Bob Dole	69		
Agenda	74,75		
Seating Chart	76,77		
Convention Officials	81		
Membership Requirements	85		
Nomination Requirements	85		
Apportionment of Delegates	85		
Hotel Headquarters for State Delegations	89		
Arrangements Committee	97		
Committee Assignments	98,99		
Planning	102-105		
Past GOP Conventions	109		
<b>Party</b>			
Eisenhower Center	114,115		
History	122-125		
In Memoriam	126		
Equal Rights for Women	130,131		
Fresh Hopes for Black Americans	132,133		
New Opportunities for Spanish Speaking Americans	134,135		
New Directions by Anne Armstrong	139		
Women's Federation by Constance D. Armitage	141		
		<b>Congressional Leaders Speak Out</b>	
		Senate Republican Leader Hugh Scott of Pennsylvania	143
		House Republican Leader Gerald Ford of Michigan	145
		Senator Peter Dominick of Colorado for the Senate Republican Committee	147
		Representative Bob Wilson of California for the House Congressional Committee	149
		<b>Governors</b>	
		Message From Republican Governors Association by Governor William G. Milliken of Michigan	151
		<b>National Committee</b>	
		Officers	162
		Executive Committee	166,167
		Committeemen	167
		Committeewomen	167
		RNC Plays Vital Election Role	170-175
		<b>Miami Beach</b>	
		Greetings From Senator Edward Gurney of Florida	179
		Welcome From Mayor Chuck Hall	183
		Message From L. E. Thomas, Florida State Chairman	187
		Glamorous Miami Beach	192-197
		Convention Center	202,203
		Fun in the Sun! Things to See and Do in Miami	208-213
		Greater Miami Area Map	288

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My Fellow Republicans:

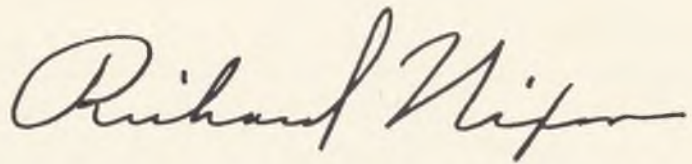
We are in the midst of a grand enterprise. From those promising moments of beginning nearly four years ago, we have translated our principles into great goals for our nation. We have achieved many of those goals, and we are on the way to achieving others. We can look back with deep satisfaction, not only as Republicans who have seen our cause advanced, but also as Americans who have seen our nation advanced.

What we have accomplished is a beginning. Now we must build on that beginning. We must move on toward the completion of our agenda for America, and toward fulfilling the promise of further initiatives.

In the four years since we last convened, we have shaped a new philosophy for American foreign policy. But our opening to the People's Republic of China, our new relationship with the Soviet Union, our new patterns of partnership with friends and allies, our moves to bring an honorable end to the war in Southeast Asia — these have not been ends in themselves. Rather, they have been vital ingredients in building a new structure for lasting peace.

At home, we have overcome what had been a mounting crisis of confidence, by restoring faith in the ability of the American system to solve America's problems and reflect the fundamental integrity of our people. We have introduced sweeping proposals for reform, in order to make government more responsive to the needs of our citizens. For the first time in almost half a century we are within reach of that elusive dream, a full prosperity without inflation in peacetime.

The course has been set. Now we must stay on the course — and this convention must help to give us the staying power. Let us, in Lincoln's words, "dare to do our duty as we understand it." For only then can it be said that we have served our party best by serving our country best.

A handwritten signature in cursive script, reading "Richard Nixon". The signature is written in dark ink and is centered on the page.

# Where there's the smoke of a great political battle, shouldn't there be the fire of great political reporting?



To bring all the drama and excitement of the 1972 elections to America's viewers, ABC News commentators Howard K. Smith and Harry Reasoner will head a vast corps of ABC Newsmen. If you've watched Smith and Reasoner on the ABC Evening News, you've already seen them make sparks fly with their lively, candid reporting and penetrating commentary.

Backing them will be ABC News National Affairs Editor Bill Lawrence, famous for smoking out stories that even Washington insiders don't have a glimmer of. And Special Correspondent Frank Reynolds, whose political insights recently won him a Peabody Award.

Throughout the campaign they'll put you on the scene—and behind the scenes—with brilliant and stimulating reporting of crucial events and candidates. And they'll be there all through the triumphs and defeats of Election Night to reveal its ultimate meaning for the American people.

With a hot news team like this, no wonder that ABC News is winning the fastest-growing audience of any network.

ABC News 



# Journey for Peace...



**“For the summits of 1972 have not belonged just to one person or to one party or to one branch of our government alone.**

**Rather, they are part of a great national journey for peace. Every American can claim a share in the credit for the success of that journey so far, and every American has a major stake in the success for the future.”**

**President Nixon’s address to a joint session of Congress, June 1, 1972.**





# Peking







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# Moscow











**...a Reaching Out**



# Presidency



# A Time of Hope and

*The next President cannot be expected to lead an administration of serenity and calm, of no crises. Too many events press in upon us from abroad to hope for that; the momentum and ferment of change at home clearly mean that the "revolution of rising expectations" will cause crises for us at home as well.*

*But something can be done to alleviate the continuity of crisis, the atmosphere of crisis, that pervades American life today.*

Richard Nixon,  
Preface to SIX CRISES, 1968 edition

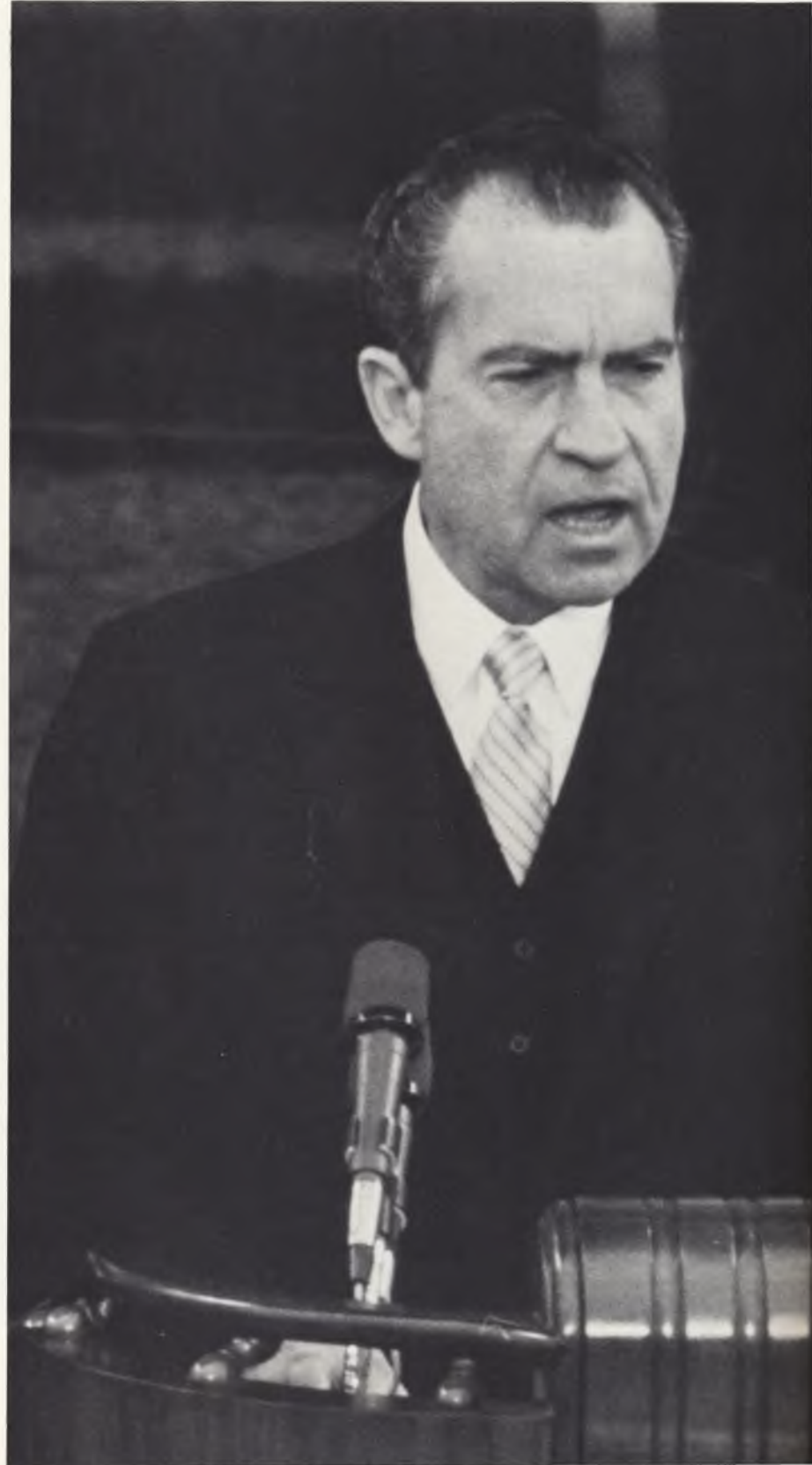
America at the end of the 1960's faced a crisis as great as any in its history. Approaching its two-hundredth anniversary, its leaders had called for consensus, and found confusion. They had called for reason, and found riot. They had

called for peace, and found war. They had called for harmony, and found division.

This was the challenge Richard Nixon confronted when he entered the Presidency in January of 1969.

It was a challenge that we all shared, to be sure, but it was his in a special way — as chief executive, the representative of all Americans.

The nation had been through crises before, crises of great



# Years of Change

magnitude and large implication. As Theodore H. White wrote, however, the crisis confronting Richard Nixon as he began his Presidency was to be different. Past crises had been well defined,

he said, in terms of “freedom rather than slavery, employment rather than hunger. Richard M. Nixon’s crisis was far more complex; it defied definition, thus it was graver.”

Standing on the steps of the Capitol less than four years ago, ready to accept the challenge of the Presidency, Richard Nixon was armed with his experience and his vision. His experience told him that crises could be weathered; his vision told him that his country would ride out the present storm. He understood the nature of America’s problem and he understood the source of its solution. In his Inaugural Address he stated them both, simply and profoundly, when he said:

*“To a crisis of the spirit, we need an answer of the spirit. And to find that answer, we need only look within ourselves.”*



**“...we need an answer of the spirit...”**



## A moment of reflection

As the American people faced the crises of 1968, they realized the need to look within themselves. They could not be content with their leaders' constant reminders that they could do more, that they must do better. They had come to expect such challenges because they knew — indeed they had always known — how valid and compelling they were. The effort constantly to improve and continuously to reform has always been a characteristically American enterprise and an enduring American preoccupation.

And so the challenge to pursue goals set by their leaders was no longer enough for the American people. They had come to expect something more from their national leadership.

If the national leadership would set goals for them, it must first listen to the goals they had set for themselves.

If it would challenge them, it must also enlist their skills and talents in the efforts to meet that challenge.

If it would indicate their faults, then it must also recognize their virtues and depend on those virtues to correct the faults.

If it would promise success, it must be willing to provide, it must even encourage, an accounting of its stewardship.

Most importantly, it must promise only in proportion to its capacity to deliver on its promises.

These are the elements of effective leadership in our times. They have been the keynotes of the Nixon Administration and the building blocks of its success.

The dilemma America faced in the sixties is too well known to justify a detailed recounting here of the long summers, the long war and the frustrations of its people. The nation was embroiled in conflict abroad and entangled in domestic disruption, and there was no end in sight for either. An alien sense of foreboding pervaded American life. There was the uneasy feeling that the strongest emotion we held in common was our common fear that the United States had grown too large, too complex, too unruly for effective government.

In the latter part of the sixties, there was the feeling that "American society was faltering," as the President was later to write in a 1970 message to the Congress. By then, however, after more than a year in office, he was able to write

## The times were troubled when President Nixon took office

also that "we have steadied now. We are regaining a sense of balance, of direction and of forward thrust."

If that was true after the first year of the Nixon Administration, it is all the more true now, near the end of the first term of the Nixon Presidency. The 1968 message of a young woman's sign — "Bring us together" — by 1970 had become the central theme of the Presidential program.

*What has to be done, has to be done by government and people together or it will not be done at all. The lesson of past agony is that without the people, we can do nothing — with the people, we can do everything.*

January 20, 1969







Richard Nixon's Presidency has been characterized by a calm, careful, deliberative approach to problems. He has been an active President and a visible President. With each bold move he has made — in Vietnam, in relations with the People's Republic of China and the Soviet Union, in economic matters — there has also been a strong effort to communicate the implications of the initiative to the nation. The Nixon Presidency has been an open Presidency — one that has leveled with the people. It has also been an Administration which understands the fragility of rising expectations and the frailty of hopes which can be so easily frustrated and so easily turned to anger if the promises of government too often outdistance its ability to fulfill them.

Similarly, the substance of Richard Nixon's programs has been rooted in a simple premise, one that has long been a fundamental part of the American tradition. It is the conviction that people working together, in partnership and cooperation, can bring to an enterprise many times the creative energy and vitality that might inhere in the isolated efforts of government alone, or of people alone, or indeed of any single individual or institution.

In his 1972 State of the Union message the President summarized another facet of his approach in these words: "The secret of mastering change in today's world is to reach back to old and proven principles and to adapt them, with imagination and intelligence, to the new realities of a new age." In that address, he directed the attention of the Congress and the country to the challenges ahead. At the same time, he directed our

thoughts back to the accomplishments of our past and to the insights and values that made them possible.

Out of a tradition of respect for individuals and of belief in their right and capacity "to make their own decisions, in their own lives and in their own communities," he fashioned a new domestic policy

fresh start for America and for the world, a movement away from blind adherence to the bankrupt notions of federal omniscience here at home and of American omnipotence in world affairs. In the last four years we have made clear progress toward attaining our great goal — a better America in a more peaceful world.



**State-of-the-Union message 1972**

for the nation. This policy depends on the good will and the talents of our people to solve the problems we face, and it relies not on federal coercion, but on federal cooperation in the problem-solving effort.

Out of the corollary conviction that our friends and allies in the community of free nations have a right and responsibility to contribute to their own defense, the President fashioned for the nation a new foreign policy. This policy relies on cooperation and good will among nations. It derives its strength from decisions jointly made and from burdens fairly shared.

Out of these elements of the Nixon philosophy has emerged a

## **In Vietnam — a visible President**

**Nixon and Mao — a fresh start**



**Discussing a changing world**

## FORWARD TO A MORE PEACEFUL WORLD

*We have fought four wars in this century, but our power has never been used to break the peace, only to keep it; never to destroy freedom, only to defend it. We now have within our reach the goal of ensuring that the next generation can be the first generation in this century to be spared the scourges of war.*

January 20, 1972

Richard Nixon assumed the Presidency against a threatening international backdrop of hostility, distrust and widespread pessimism about the prospects for peace. Our hopes had been dimmed by long involvement in war and by enduring uncertainties in many areas of the world such as Berlin, the Middle East, Africa and Latin America.

The world had undergone major and rapid transformations in the 1960's. Throughout most of the post-World War II era, the international scene had been dominated politically and economically by the two great superpowers, the United States and the Soviet Union. As the last decade wore on, however, it became increasingly apparent that the emergence of Japan, the increasing independence of the People's Republic of China and the growth of the European Economic Community were moving the world away from simple bipolarism.

Yet, though the world was changing, many of America's foreign-policy attitudes remained essentially unchanged from those of the previous two decades. America's policies toward its European allies were paternalistic and domineering, as if the Marshall Plan and not the Common Market were still the chief stabilizing force in Europe. Our communications with the People's Republic of China, the most populous nation in the world, were still virtually nonexistent. In Vietnam, as in other

areas, we were still trying to do largely by ourselves the tasks we should have shared with others.

In short, we were stuck, as we approached the 1970's, in a mold set by an era of confrontation—a foreign policy that was better suited to the world of the 1950's. We had not fully recognized that the old approaches could no longer be effective in the vastly different world of the last third of the twentieth century.

Now, less than four years later, the situation has changed dramatically. A series of prudent initiatives by President Nixon has totally transformed our foreign policy. Some of these initiatives were private, some public. Some were bold diplomatic strokes, others were the product of extensive, painstaking maneuvers. All of them heightened the prospects for peace and rekindled the hopes of millions that a way could yet be found to bring a peaceful tomorrow out of present turmoil.

It was President Nixon's conviction that the world had changed greatly in the eleven years since the nation had been committed to "pay any price, bear any burden, meet any hardship, support any friend, oppose any foe, to assure the survival and the success of liberty." For, noble as that commitment of the early sixties may have been, the policies it spawned were often misguided. Intended as a rallying cry for freedom, in the end it worked to disorient the forces of freedom and to dispirit the entire nation.



Talking over new initiatives



### **The Midway Island announcement on initial troop withdrawals**

Nowhere has President Nixon's new approach to foreign policy been more evident than in Vietnam.

On January 20, 1969, our authorized troop ceiling in Vietnam stood at 549,500. Weekly casualties were running as high as 300. American involvement in the war had steadily escalated for five years, and there were still no plans for ending it.



Less than five months after President Nixon's inauguration, however, the American people received concrete evidence that the trends of the last five years were to be reversed. In June of 1969, the welcome and long-awaited first announcement of troop withdrawals was made. It called for the return of 25,000 men, only a small fraction of the total stationed in Southeast Asia, but it was a clear sign and it set the tone for a policy that promised to bring every American home from Vietnam and to do so in a way that would preserve the security and integrity of that troubled country.

The withdrawals continued. By the end of 1970, more than a third of our forces in Vietnam had returned home. By the middle of the following year, less than half remained, and casualties had fallen to a tenth of what they had been in 1968. Today, the number of Americans in Southeast Asia and the number of American men dying in combat there has been reduced to a tiny fraction of 1968 levels.

The troop withdrawals alone,

however, could have been accomplished in a number of ways by any President. What distinguished Richard Nixon's achievement was the way in which he reduced American involvement. For he accomplished this feat without sacrificing the right of the South Vietnamese to determine their own future and without compromising the United States' commitment to the people of that country, to the thousands of Americans who had given their lives in combat, and to the hundreds still held as prisoners of war.



### The President on Guam — a new doctrine

The President said all along, of course, that Vietnamization, while it was an effective route to peace, was also the long route. One possible shortcut suggested itself, the route of negotiation. It was a route which the President explored vigorously. He continued the Paris peace talks and, as early as May of 1969, advanced a generous and realistic plan for a negotiated settlement. In October of 1970, another peace proposal was made, one that called for a universal Indochina cease-fire, a peace conference of all the nations in that region, a political settlement of the situation in Vietnam, mutual troop reductions and the immediate release of all prisoners of war. That plan won the approval of every nation in Indochina with the exception of North Vietnam, which clung to its ambition to put a Communist government in Saigon.

Even as the public talks were proceeding in Paris, the President

was pursuing another path to a negotiated settlement. It was one which, because of its delicacy, was to remain secret until early 1972. Then, two and one-half years after they had been started, President Nixon announced that private discussions had been conducted with the North Vietnamese from the earliest days of his Administration. He told the world that Dr. Henry Kissinger, his Assistant for National Security Affairs, had offered to the Communists a fair and comprehensive proposal for settlement. Clearly the President had left no possibility for peace — short of surrender — untested. In fact, he had in many cases made precisely those offers to the enemy which had been proposed by his domestic critics. While he could easily have silenced much criticism at home by disclosing these offers, he had maintained his silence in order to give them every chance to be successful.

Unfortunately, what had turned out to be the major obstacle to meaningful progress at the public Paris talks turned out to be the chief stumbling block in the private talks as well. Dr. Kissinger's efforts proved that the primary difference was not the setting of a certain date for American withdrawal, nor was it even the continuance of the Thieu government, as many Americans

had thought. The major irreconcilable difference between the two sides in every discussion remained the irreversible commitment on our side to leave the South Vietnamese with a reasonable chance to determine their own future and the continuing desire of the enemy to overthrow the South Vietnam government and bring its people under Communist rule.

On Easter weekend of this year, the enemy's dedication to that cause was made dramatically clear even to those who may have still felt there was some reason for doubting it. For it was then that the enemy launched a major offensive, sending almost its entire regular army across internationally recognized borders into the territory of South Vietnam.

The invasion by well-supplied, regular troops of the army of North Vietnam demonstrated conclusively that the objective of the Communists was nothing short of an armed take-over of the government, people and territory of the South. It gave the lie, once and for all, to the theory that the Vietnam conflict amounted essentially to a civil war between indigenous southern factions.

In the face of this assault, and after suffering some early setbacks, the Army of South Vietnam proved its capacity for competent and often distinguished conduct of ground combat operations. Backed up by intensified American air support, ARVN forces continued to vindicate President Nixon's policy of Vietnamization. Even at the height of the offensive, American troop withdrawals continued, and the Vietnamese themselves continued to exercise chief responsibility for ground combat.

On May 8, when it had become apparent that Soviet and Chinese support to the North could be expected to continue in quantities

sufficient to keep the Communists' offensive going indefinitely, the President determined that the shortest path to ending the invasion lay in decisive action to end this flow of weapons and matériel to the "international outlaws" of Hanoi. Accordingly, he announced his plan to interdict the flow of supplies to the enemy, and as he addressed the nation, that plan was put into effect. North Vietnamese ports were mined, and an air campaign against rail and other supply routes was initiated. American public reaction to the President's decision was overwhelmingly favorable.

The interdiction plan was accompanied by a new offer for peace which won support from all over the world. Conditioned only by the return of American prisoners of war and the North's agreement to an internationally supervised cease-fire, the President's proposal promised the total withdrawal of American forces from Vietnam and the complete cessation of all American acts of force throughout Indochina within four months. The Nixon plan, in short, was designed to make it still harder for Hanoi to travel along the road of war toward a settlement in Vietnam and easier still to travel the road of negotiation.

Vietnam offered one specific testing ground for a new approach to American foreign policy, an approach that was first articulated on the island of Guam in the summer of 1969. That policy—which argued for a lower American profile in the world and a greater sharing of burdens—quickly became known as the Nixon Doctrine.

The Nixon Doctrine is based on this critical insight into the realities of international influence: real, credible strength in the world must come from the common efforts of nations which have common interests. If the common effort and the common interest are lacking, then there is little the United States can do unilaterally which will have a lasting favorable impact.

**Hello, Mr. President**



Under the Nixon Doctrine it has been possible for the Administration to withdraw American forces from other parts of Asia in addition to Vietnam. From Korea, from the Philippines, from Japan and Okinawa, and from Thailand more than 60,000 American men have returned home under this new policy.

The Nixon Doctrine does not apply exclusively to Asia. Rather, it is the basis of a comprehensive foreign policy that is now revitalizing American alliances all over the world. In Europe, for example, the NATO nations have accepted the challenge of greater participation in the defense of the Atlantic community by pledging a stronger commitment and more money to

pay for the costs of shared defense.

Even toward old adversaries, our relationships have changed as we have moved from confrontation to negotiation. Perhaps the most dramatic evidence of this change came in our relations with the People's Republic of China.

In 1967, as a private citizen, Richard Nixon wrote, "We simply cannot afford to leave China forever outside the family of nations, there to nurture its fantasies, cherish its hates and threaten its neighbors." After becoming President, he began immediately to implement a new China policy. Public statements, private diplomatic efforts, and the unilateral relaxation of trade and travel restrictions all communicated his intent to open lines of communication with the Peking government.



**Walking in Romania**



The first indication of a response to these overtures came in April of 1971 with the unlikely and somewhat startling invitation by the People's Republic of China to the United States table tennis team to play on the Chinese mainland. Within a few days President Nixon announced further relaxations of restrictions on trade and travel for the People's Republic. After several weeks of careful negotiations and a session of private talks by Dr. Kissinger with Chinese Premier Chou En-lai, the stirring announcement was made by the President in Los Angeles and by the Premier in Peking that the President had accepted an invitation to visit China. There, in February of 1972, he met with Chairman Mao Tse-tung and Premier Chou. In a week of meetings with the Communist


leaders — from the first historic handshake at the airport in Peking to the issuance of the joint communiqué seven days later — the climate of international relations was irreversibly transformed. Millions watched as satellite television beamed to the world a view of history in the making.

No quick changes in the relations between America and China had been promised by the President. The distrust and hostility of twenty-two years were not to be canceled out by the work of a single week. New understandings were reached, however, and the joint communiqué issued upon the President's departure was a document of candor and clarity not often seen in world diplomacy.



**Kissinger and Chou**





Newsmen covering the trip and politicians at home agreed that the full implications of the China trip—the “journey for peace,” as the President termed it—would not and could not be known for years and perhaps even for generations. It was, however, also a matter of general agreement that this trip by the President accomplished far more than could any similar trip by any other man in the world. With a single prolonged and cordial handshake, Richard Nixon had done more to hasten the end of the era of confrontation with China than might have been achieved in years of protracted, lower-level negotiations.

The China trip dramatized the President’s commitment to establish international dialogues and to foster a rational discussion of differences. This same commitment led to even more concrete results in May of 1972 when the President visited the Soviet Union.

The agreements signed in Moscow and the promise of additional accords between the world’s two greatest powers stand out as one of the President’s greatest accomplishments—and perhaps the most momentous development in the history of nuclear-age diplomacy.

Agreements on cooperation in health and environmental research, on procedures governing ships on the high seas, and on plans for a joint U.S.-Soviet space venture in 1975 were all encouraging steps toward increased cooperation, steps which promise to lead to even further steps in the future. But no results were so dramatic, or so encouraging, or so essential to the prospects for reduced world tensions as the strategic-arms agreements which the President

signed in Moscow. Those agreements, the President told the Congress the night of his return, did not bear the “promise of instant peace,” but they marked “the beginning of a process that can lead to a lasting peace.”

The summit demonstrated that the world’s great powers can find ways to reduce tensions and settle differences without conflict. It proved that the world’s renewed hopes for peace are not without justification. And it proved that Richard Nixon has the vision to build on those hopes and to set the foundation for a generation and more of peaceful tomorrows.

The President had approached the Moscow summit with the determination that it would be more than an exercise in atmospherics, that it would deal with a range of concrete issues and produce a series of concrete results. It was the fulfillment of that hope which distinguished this summit meeting with the Soviet Union from those which had gone before it and made it one of the proudest chapters in the history of the Nixon Presidency.

“The times are on the side of peace,” the President said in his Inaugural Address. And the record of the Nixon years has proved this analysis valid. In one critical area after another, the situation is better today than it was four years ago.

In Berlin—the divided city that is a microcosm of a divided Europe—the extended Four Power talks finally bore fruit in a historic agreement on the status of that city.

## **President Nixon talks to Russian people on television from Moscow**



### Israel's Golda Meir makes a call

In the face of demands by some senators for a unilateral reduction of American troop commitments in Europe, the President has held firm. As a result, there are renewed indications that a mutual force reduction between the Warsaw Pact nations and NATO might be attainable.

In the Middle East, the Nixon Administration took the initiative to encourage a peaceful settlement of the long-standing dispute between the Arab nations and Israel. In the summer of 1970, an American negotiated cease-fire outlasted the ninety day term that had been established for it, and, since that time, the United States has continued its efforts to help the nations involved work out a framework for lasting stability.

Visits to Africa by Vice President Agnew, by Secretary of State Rogers and by Mrs. Nixon, who proved herself a gracious and capable ambassador of good will, ushered in a new openness and a new friendliness with the peoples of many African nations.

With the settlement of the Okinawa controversy, relations with Japan have been put on a sounder footing. A definitive boundary treaty with Mexico, long overdue, was worked out by the President in his two visits to that country. American aid was sent to South America after floods in Chile and the Peruvian earthquakes. The President's visit to Canada—midway between the Peking and Moscow summits—did much to reassure that nation about the future of Canadian-American relations.

Other developments of the last four years have also brought closer the goal of a more peaceful world. This is the meaning, for example, of the seabeds treaty, which barred nuclear weapons from the ocean floor, and of the Nuclear Non-Proliferation Treaty, banning the spread of weapons of mass destruction. Promising steps have also been taken to rid the world of the specter of biological and chemical warfare with the United States taking the lead in the elimination of the stockpiles of these weapons.

Consistent with the new emphasis on helping other nations help themselves rather than bearing their burdens for them, the President proposed sweeping changes in the nation's foreign aid program. His leadership has also moved the world closer to a new and more equitable system for the international exchange of goods and money.

A peaceful world of tomorrow will not be a world without disputes or differences. But it can be a world—President Nixon believes it should be a world—where those differences find their expression not in war, but in peaceful competition. The Nixon foreign policy has helped to lay the foundations for such a world. Now the President deserves the chance to build on these beginnings.



**Our special ambassador**



**Signing the seabeds treaty**

## THE GUARDIANS OF PEACE

*We do not seek power as an end in itself. We seek power adequate to our purpose, and our purpose is peace.*

March 12, 1971

The goal of President Nixon's foreign policy was to win the peace. This was also the aim of his new defense strategy. For the President realized that every step he took in the international arena depended for its influence on the basic strength of America. His overtures to China, his visit to Moscow, the efforts to limit arms and reach other agreements, all these and other initiatives have been possible only because America is strong and determined to remain so.

The strategy of realistic deterrence, as the President's new defense policy is called, seeks first to deter war. But it also insures that this country will retain an adequate capability to protect our interests and contribute to the mutual defense of free nations should deterrence fail.

The new strategy has not only contributed to the new atmosphere of hope for peace, but it has also yielded important domestic returns. For this approach rests on a total force concept which Secretary of Defense Melvin Laird describes as a plan to make the "optimum use of all military and related resources available to meet the requirements of Free World security." Here again, partnership and cooperation with other nations means that America need not be the sole guarantor of global security.

The total force concept has allowed the Administration to set more realistic goals in national defense planning. As the nation has moved from a wartime to a peacetime situation, it has been possible to reduce military manpower and limit defense spending as a proportion of gross national product without reducing the overall effectiveness of our deterrent capabilities.

The goals established in the defense budget for fiscal year 1973



**Reforming the draft**



call for an active military force level of 2.4 million men and women, a drastically reduced selective service call as the nation moves toward an all-volunteer force and a defense budget held to less than seven percent of the gross national product.

Our new defense policies and practices have brought improved weapons system acquisition techniques, the elimination of many obsolete weapons, the closing of outdated military bases and better utilization of personnel at reduced manpower levels. The overall result has been the quiet achievement of a goal long sought by American legislators: the reordering of national spending priorities.

Under President Nixon, this reordering of priorities has not come at the expense of national strength and it never will. Yet it has been possible, because of the revised concepts of defense which the President has adopted and the greater efficiency of the military which the President has achieved, to reduce the relative share of federal resources absorbed by spending for defense requirements.

In fiscal year 1968, 45 percent of the federal budget went to national defense and 32 percent to human resources. In the budget for the current fiscal year, the President's spending requests were exactly the reverse. For the first time in history, the request for the Department of Health, Education and Welfare exceeded that for the Department of Defense.

The domestic and social benefits of the new defense policy have not been restricted to the reordering of federal spending practices, however.

One of the President's most prominent achievements has been a sweeping reform of the draft. For more than two decades — in times of peace as well as war — millions of young men in America have known the shadow of the Selective Service System. Society changed, but the draft did not. By the end of the 1960's, the draft system was viewed by many young men and women — often unfairly — as an imposing enemy protected by a cruel web of arbitrary rules.



Redeeming his campaign pledge to change the situation, President Nixon moved swiftly on two fronts.

First, he ordered that every effort be made to achieve an all-volunteer armed force. When he took office, draft calls were running at an annual rate of about 300,000 men. As the President wound down the war in Vietnam,

the calls dropped further and further, falling below 100,000 by 1971. They should be at less than 50,000 in 1972, and by 1973 the President hopes to reach the level of zero draft calls.

As part of the effort to achieve an all-volunteer force, President Nixon also brought about a dramatic increase in military benefits. Basic pay for servicemen has more than doubled under this Administration, and the number of family housing units requested for military personnel has risen sixfold. Other benefits have also been increased.

But the President also recognized that a volunteer army could not be created overnight. Accordingly, he also moved to wipe out the inequities in the draft system which still existed.

Asking and receiving necessary authority from the Congress during his first year in office, the President set up an entirely new selection system. Instead of the old process which held young men in a vise of uncertainty for as much as seven



## An interim announcement at the White House on SALT talks

years, the President instituted a new universal draft lottery which effectively exposed draft registrants to the call for only a one year period. In 1971, he moved again, phasing out draft deferments for students and others who had previously been given more protection than other young men their same age.

By mid-1972, the draft system no longer represented one of the most divisive issues in the nation, but instead had become another substantial achievement of the Nixon years.

Much has been done by the Nixon Administration to retain the strength of a deterrent force, to modernize it and to expand it where necessary. And the President also moved prudently to ensure the continued sufficiency of that force, at lower costs than could otherwise be possible, through the arms limitation agreements he reached with the Soviet Union.

The arms agreements are widely — and correctly — regarded as one of the most significant diplomatic achievements of the past quarter century. When President Nixon went to Moscow in May, the United States was on the edge of an extremely difficult problem in its defense policy. Over the past several years, the Soviets had moved forward rapidly with large, new missiles and missile-launching submarines. While the U.S. retained its technological

superiority, the rapid growth in Soviet weapons threatened that advantage. Thus, in the absence of an agreement on limitations, America would either fall behind or it would be forced into another spiraling arms race.

The Moscow agreements swiftly cut that knot. Both sides agreed to a freeze of five years on most of their offensive weapons and a limitation to only two major sites for defensive weapons. And both sides were satisfied that they had preserved nuclear power sufficient to deter the other. Another gigantic — and probably futile — arms race was thus forestalled, and all the world could take heart that for the first time in the modern age the two major powers had agreed to limits on their military might.

As the President emphasized upon his return, the agreements would not have been possible had America not maintained its

position of military strength.

Similarly, any future agreements — as well as our future security — will require a continuing strong defense posture. As the President observed to the Congress, “The time-tested policies of vigilance and firmness which have brought us to this summit are the only ones that can safely carry us forward to further progress in reaching agreements to reduce the danger of war.”

The SALT agreements will always stand out as a milestone of the first Nixon Administration. “The foundation has been laid for a new relationship between the two most powerful nations in all the world,” the President told the Congress. “Now it is up to us — to all of us here in this chamber, to all of us across America — to join with other nations in building a new house upon that foundation, one that can be a home for the hopes of mankind and a shelter against the storms of conflict.”



A meeting on Vietnam



## The President and the Black Caucus

### FORWARD TO A BETTER AMERICA

*We shall plan now for the day when our wealth can be transferred from the destruction of war abroad to the urgent needs of our people at home . . .*

*But we are approaching the limits of what government alone can do.*

*Our greatest need now is to reach beyond government to enlist the legions of the concerned and the committed.*

January 20, 1969

The domestic problems of the United States are the problems of government at all levels, but they are not exclusively governmental problems. The impact of these problems is felt by a wide range of institutions and by each member of the society. And even as their impact is widely shared, so is the responsibility for solving them.

Campaigning in 1968, Richard Nixon said, "Power has been flowing to Washington for a third of a century, and now it's time to start it flowing back — to the states, to the communities and, most important, to the people." This concept permeated virtually all of the reform programs of the Nixon

Administration, and it was particularly evident in his proposals for sharing \$17.6 billion in federal tax revenues with state and local governments.

Young militants and activists, along with millions of responsible citizens in this country, had come to believe that "power to the people" was merely a "revolutionary" slogan and an empty hope. For President Nixon it is the legitimate and proper end of government reform.

America's problems are diverse, but they are not unrelated. In fact, the tendency to treat them as unrelated, as if each requires its own isolated solution, has all too often impeded the solution process. It is a tendency which President Nixon has sought to reverse — by treating related problems in relationship to one another, rather than regarding them as completely separate and isolated challenges.

In matters affecting national security, this kind of coordination had once been achieved through a National Security Council, representing all of the constituent elements of the nation's security apparatus. One of President Nixon's first acts was to revive the National Security Council. Along these same lines, he established a new Domestic Council made up of all of the Cabinet-level members of his Administration concerned with domestic affairs and designed to help create new policies for the national government. At the same



time, the new Office of Management and Budget was established to help the President see that national policies are carried out effectively.

The President's desire to close the gap between promise and performance was dramatically evident in his proposals for reorganizing the Cabinet-level departments of the federal government. "How the government is put together often determines how well the



government can do its job," he said, and he proposed the most sweeping suggestions in history for putting it together in a new manner. He proposed that a number of executive departments be eliminated and that their functions be regrouped under four new departments, organized around the major purposes of government. In addition, he set up new executive units to handle functions ranging from environmental protection to the delivery of the mails, from consumer protection to the coordination of communications,

from child development to voluntary service.

Along with structural reforms in Washington, the administration of federal field operations throughout the country was decentralized and regionalized to permit greater coordination, to lessen administrative problems and to facilitate greater cooperation between the federal government on the one hand and state and local governments on the other.

## **Discussing domestic policy**



**Federal Reserve Chairman Arthur Burns in the Oval Office**



## Table talk on economics

been the case for most of the last thirty years, the American economy at the end of the 1960's was experiencing an artificial prosperity. It was an economy based on the stimulus of wartime spending—a superheated economy which suffered both from chronic instability and from skyrocketing inflation.

It was the President's task to put the economy on a more stable peacetime footing and to end the inflationary spiral. And he sought to do this without causing major dislocations and without sacrificing economic growth.

He has succeeded remarkably well at this task. To be sure, some temporary unemployment has occurred—a serious matter but one that was virtually inescapable as some one and one-half million positions were eliminated in the uniformed military services—even while the number of people employed was growing at a record pace. Another artificial means for stimulating the economy was removed by the President's campaign against wasteful federal spending. Despite the uncontrollable nature of many budget items, the annual rate of federal spending increases was cut to almost half of what it was in the three comparable years of the previous Administration. Yet, despite all these cutbacks, the rate of unemployment at its peak was never higher than it had been in the years just before the Vietnam period, in the early 1960's.

Inevitable as some small increase in unemployment may have seemed, it was nonetheless unacceptable to the President. As he told the Congress, "It is not enough to point out that this was

the rate of the early, peacetime years of the 1960's, or that, if the more than 2 million men released from the Armed Forces and defense-related industries were still on their wartime jobs, unemployment would be far lower. Our goal is full employment in peacetime, and we intend to meet that goal."

The President carried out that intention in a number of ways. The introduction of the full employment budget, a new fiscal concept for the federal government, provided a means of assuring an orderly expansion of the economy without starting a new inflationary cycle. Manpower training programs were thoroughly reformed and expanded. Job programs for veterans, for young people and for members of minority groups received special emphasis. The Administration sponsored the most sweeping reform in the history of unemployment insurance, and the President also signed into law the Emergency Employment Act of 1971.

All of these reforms went to the heart of public dissatisfactions with government. For instead of merely spending more money through the same old machinery, the President moved to restructure the machinery itself.

But structural reform of government was not the only arena on which the Administration exercised its creativity.

The goal of achieving a new prosperity, without war and without inflation, was a central concern of the Administration from the day it took office. As had



## Advisers at Camp David on Phase I announcement day

But the most dramatic measures to stimulate employment, fight inflation and at the same time shore up confidence in the American dollar abroad came with the President's New Economic Policy, announced on August 15, 1971.

The new policy relied heavily for its success on the voluntary cooperation of the American people. And because that cooperation was forthcoming, the country has been able to make enormous strides in the last year toward full prosperity in peacetime.

A new system of wage and price controls—beginning with a complete 90-day freeze and moving to a somewhat more flexible system of restraints—has

finally reversed the nation's inflationary psychology. The rate of inflation—which had already fallen from an annual rate of almost 6.0 percent in 1969 to 5.5 percent in 1970 and 3.8 percent in the first half of 1971—fell to 2.8 percent in the first 8 months after the new policy was implemented.

Meanwhile, the President's new program of tax cuts and other stimulatory measures has helped to spur economic activity and boost employment. Employment has climbed past the 81 million mark for the first time in history. Housing starts have reached record levels. Manufacturers' new orders, business plant-and-equipment spending and consumer spending all have gone up sharply. The real Gross National Product

has been rising more than twice as fast since the President announced his new economic program as it did beforehand.

In short, the President's prediction that 1972 would be a very good economic year has turned out to be a very accurate one.

On the international economic front. President Nixon's suspension of the convertibility of the dollar and the imposition of an import surcharge were followed by other measures designed to bring about a new monetary and trade system which would put American goods on a more competitive footing in world markets. As the President put it, it was time America stopped competing with one hand tied behind its back. At the same time, however, the President challenged the nation to increase its own productivity so that it could compete more effectively.

Economic affairs were not the only area where the President asked the country to look beyond the familiar formulas of the past. In responding to one challenge after the other, the Nixon Administration realized the futility of merely coming up with new variations of outmoded programs. It realized the need, in Lincoln's words, to "think anew and act anew." The result was a series of imaginative proposals which enabled the President to say, with complete accuracy, that "reform is the watchword of this Administration."

Even as the President sought imaginative solutions, he posed one precondition for their acceptance. As he had said in 1968, "Every program I offer in this campaign will be tested against this standard: Does it increase the power of the people or diminish it? Does it enhance self-respect, the pride of the individual human being, or reduce it?"

With this standard in mind, President Nixon's Administration moved squarely to meet the nation's pressing problems.

He looked, for example, at the nation's tangled welfare mess and proposed a bold new approach,

designed to improve the incentive and the opportunity for poorer people everywhere in America to escape from welfare dependency, to keep their families together and to become self-reliant.

He looked at the inefficiency and rising expense of health care in America and proposed new methods for helping people pay for more and better care without destroying the diversity of our medical system.

He looked at the deficiencies of American education and concluded that wholly new approaches were needed not only in our methods for financing schools, but also in the ways we spend that money. He recommended, for example, that major emphasis be given to Career Education in order to prepare more young people for the

jobs that will be available when they leave school.

He looked at the problem of unplanned growth in America and moved in wholly new ways to improve and coordinate community development programs — through new executive departments, Special Revenue Sharing programs, a new Land Use Policy Act and fresh approaches to a variety of housing and transportation challenges.

He looked at our advanced scientific and technological establishment and decided to channel more of its energies into vital domestic efforts, such as environmental protection, mass transit, the supply of sufficient clean energy, emergency health care and the fight against drug abuse.

### A strategy session on the cost of living



Lunch with George Meany



## A crime-fighting demonstration



## An environmental reconnaissance

Bold and decisive action also characterized the President's response to many other pressing challenges.

To meet the rising menace of crime and disorder, he fashioned a series of new instruments and sponsored major new expenditures which markedly slowed the rate of crime increase and actually reversed the crime trend in Washington, D.C. and other cities.

To deal with the anguishing problem of drug abuse, the President launched a similarly comprehensive program, one which reached all around the world to cut the supply of drugs at its sources. New federal offices were established to crack down on street-level drug traffic in this country and to coordinate expanded research, education and rehabilitation efforts.

To help protect the environment, the President created a new Environmental Protection Agency, a new Council on Environmental Quality and a new National Ocean and Atmospheric Administration. New pollution standards, a major Legacy of Parks program, a new approach to land use planning and a comprehensive clean energy program were among the other major elements in the Administration's program for making "our peace with nature."



The fight against cancer, heart disease, occupational illness and accidents also became high Administration priorities. Expenditures on our food stamp program to combat malnutrition have increased ninefold; and spending on school lunches for needy children, more than sevenfold.

The President realized, as he developed his domestic agenda, that special groups of Americans faced special problems as they sought to make the American dream come true in their lives. To each of these groups, the Nixon Administration responded with programs designed to open equal opportunity, so they could become full and productive participants in the American experience.

Older Americans must be treated as a resource and not as a burden, said the President. Accordingly, he proposed reforms to help more older people participate in voluntary community programs, requested a tenfold increase in the budget of the Administration on Aging and put forward major reforms of pension programs and of nursing-home care. To promote independence among the elderly, he offered programs to reform Social Security and to increase the annual income position of older Americans by some \$7 billion.

As he worked to bridge the gap which separates many older persons from their countrymen, so the President moved to help young people become more involved in the work of our society. Lowering the voting age, bringing more young into government service, sponsoring — and heeding — the first White House Conference devoted strictly to youth, reforming the draft, creating a new ACTION volunteer agency — all these were a part of the President's response to the aspirations of young Americans.



No generation gap here

This same basic philosophy — giving people a better chance to control the direction of their own lives — characterized the Administration's response to the needs of other groups: of farmers, for example — whose freedom, flexibility and income position have all been increasing recently; of women — whose opportunities for equal employment, in government and out, have been expanded by Administration policies; of veterans and consumers, of laborers and businessmen, and of many other special constituencies.

This same philosophy has been especially important as the President has dealt with the profound problems faced by members of racial minority groups.

Here, too, the key to his approach has been to give all Americans an equal chance at the starting line. As he said in his 1972 message on the state of the union: "America cannot be at its best as it approaches its 200th birthday unless all Americans have the opportunity to be at their best."

By emphasizing cooperation with local leaders rather than coercion, the Nixon Administration has virtually eliminated the dual school system in the South. Three years ago, 68 percent of all black children in the South were attending all black schools; today only 9 percent are attending schools which are entirely black. And this accomplishment came about without serious disruption. At the

same time, the President steadfastly opposed massive, disruptive busing to achieve racial balance schools. He proposed instead to direct over \$2.5 billion mainly toward improving the education of children from poor families. He saw to it, also, that federal aid to predominantly black colleges was more than doubled.

But opening educational opportunities was only one part of the story. Advancing economic opportunity for minorities was a central concern of the Nixon Administration. Accordingly, federal aid to minority business enterprise has gone up fivefold since President Nixon took office. Federal hiring of minorities has been stepped up to a record pace



**President Nixon meets with Republican Congressional Leaders**

at both high and low levels of the government. Efforts such as the Philadelphia Plan have been used to see that federal contractors follow fair-employment practices. The Equal Employment Opportunity Commission, the Civil Rights Commission and other enforcement units have been strengthened and the scope of their jurisdiction expanded. Total federal expenditures for civil-rights activities have tripled since 1969.

Special attention has also been given to the problems of long-neglected groups such as Spanish-speaking Americans. And a

multi-faceted program to foster self-determination among American Indians has provided yet another proud chapter in the Nixon Administration's domestic story.

The performance of the Nixon Administration, then, has been original, forceful and comprehensive. The Democratic Congress has not yet accepted many of its most important initiatives, but even those parts of the Nixon program which are still to be carried out have already had an important impact. For they have helped to encourage a new sense of hope and confidence all across the land, a new readiness

— as the President has put it — to “reject the narrow visions of those who would tell us . . . that all the sweat and toil and sacrifice that have gone into the building of America were for naught because the building is not yet done.”

The building goes on, and it must continue to go on. For it is in the very nature of Americans constantly to seek improvement, to work and to hope for a better country and a better world. “As we reach toward our hopes,” the President said in his Inaugural Address, “our task is to build on what has gone before — not turning away from the old, but turning toward the new.”

If, as Theodore White said, the country's crisis in 1968 was so complex as to defy definition, it was obvious to Richard Nixon that in large part, at least, this crisis had to do with the public's perception of how well their system of government could handle its challenges. If it were no longer a responsive form of government, if citizen participation in public affairs no longer seemed to make any difference, then the only hope for a resolution of the crisis lay in restoring that responsiveness, in giving people the feeling that what they felt and did still could have an impact.

That all-important restoration has begun. The system is still far from ideal, but the sense is growing everywhere in America that the system still can work. This fact in itself may represent the most important accomplishment of President Nixon's first term in office.

**The President chats with Stanley S. Scott when Scott was appointed Assistant to the Director of Communications, White House.**



## THE CHALLENGE OF CHANGE

*As we look ahead over the coming decades, vast new growth and change are not only certainties. They will be the dominant reality of our life in America.*

*Surveying the certainty of rapid change, we can be like a fallen rider, caught in the stirrups — or we can sit high in the saddle, the masters of change, directing it on a course we choose.*

January 20, 1972

Almost two hundred years ago, at its birth, America was a small, largely rural and agricultural nation. It has grown into an industrial giant. Always on the cutting edge of progress, it helped to create a new era in man's history, an era of technology that brought with it new promises and new problems.

The hallmark of this era is constant change. The great question of our time is whether we can learn to live with such change. Can we adjust to a world where the very pace of change quickens almost daily, where so much is radically new, where so much is so suddenly possible? How can we master such a world without destroying its diversity? How can we learn to preserve our values even as we change our methods?

These questions have troubled Americans deeply in recent years. For a while we seriously doubted our ability to find satisfactory answers. But as we approach our 200th anniversary, our sense of doubt is disappearing. While we cannot claim to have all the answers, we are beginning now to



**In the inner city discussing urban renewal**



## On the phone with astronauts

find them. And as a result, we have gained a new sense of confidence that further answers will also be possible.

In the first year of the Nixon Presidency, Americans first set foot on the moon, an epic event that marked the start of an endless adventure. It was the genius of American technology that made the voyage of Apollo 11 possible. But another ingredient in that success, one that was every bit as essential, was the fact that America *expected* to succeed. As former Presidential Counselor Daniel P. Moynihan put it: "Might it not be asked what other nation would undertake to send three men to the moon, and in the full expectation that they would get there and return safely, have its chief executive await them on the deck of a warship in waters half round the world from the seat of government?"

Confidence is the essential quality of the American way. It was the faltering of confidence that produced a sense of crisis in America in the late 1960s. And since that time, under the leadership of President Nixon, it has been the restoration of confidence which has produced a new sense of hope in America.



**The 18-year-old vote becomes law**

# You're writing the latest chapter in American history

## This fall, Xerox presents the earlier ones.

This fall, Xerox will present "America".

Written and narrated by Alistair Cooke, nothing like it has ever been seen on television. Thirteen hour-long programs tracing the life and times of America from its beginnings almost up to the present time.

Watch for "America" this fall. It isn't just about America. It is America. So doesn't it follow that Xerox will be bringing it to you?

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(and we've been  
Pabst Blue Ribbon  
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It is a special pleasure to greet the convention delegates as you embark on the historically significant sessions and decisions in the days ahead. This gathering of Republicans and concerned Americans gives us an opportunity to reflect with pride upon the progressive path our country has pursued in the past three and one-half years. Among these great strides forward, America has experienced greater legal and social encouragement of equal opportunity for women.

The Republican Party, having led the fight for women's suffrage in the 1900's, was the first national party to endorse the Equal Rights Amendment in 1940. Since that time, professional women in our federal government have been playing an increasingly important role in our national development through their perceptive talents and innovative contributions. The enthusiasm expressed by our Republican leaders has helped to set the stage for greater national acceptance of career women in a variety of fields and professions.

The President has given special support to this effort, setting new precedents in the hiring of women for positions in the federal government. During this Administration more women have been appointed or promoted to high-level government positions than ever before in history. During the past year alone, the number of women in top government posts has more than tripled, and more than 1,000 women have moved into middle-management jobs.

This support of equal opportunity for women is a substantive reflection of the Republican Party's blending of the precious ideals conceived by our forefathers with contemporary values flexible enough to adjust to the continually changing needs and demands of our maturing society. It is through this intense dedication to America's strongest and most meaningful traditions that we have willingly met the unprecedented international and domestic challenges that face us as a nation. We believe that this same indomitable spirit reflects the intrinsic mood of the American people and will lead us to a successful and rewarding campaign in 1972.

May I offer my warmest congratulations and gratitude for your contributions of long hours and tireless energy for a better America.

*Patricia Nixon*



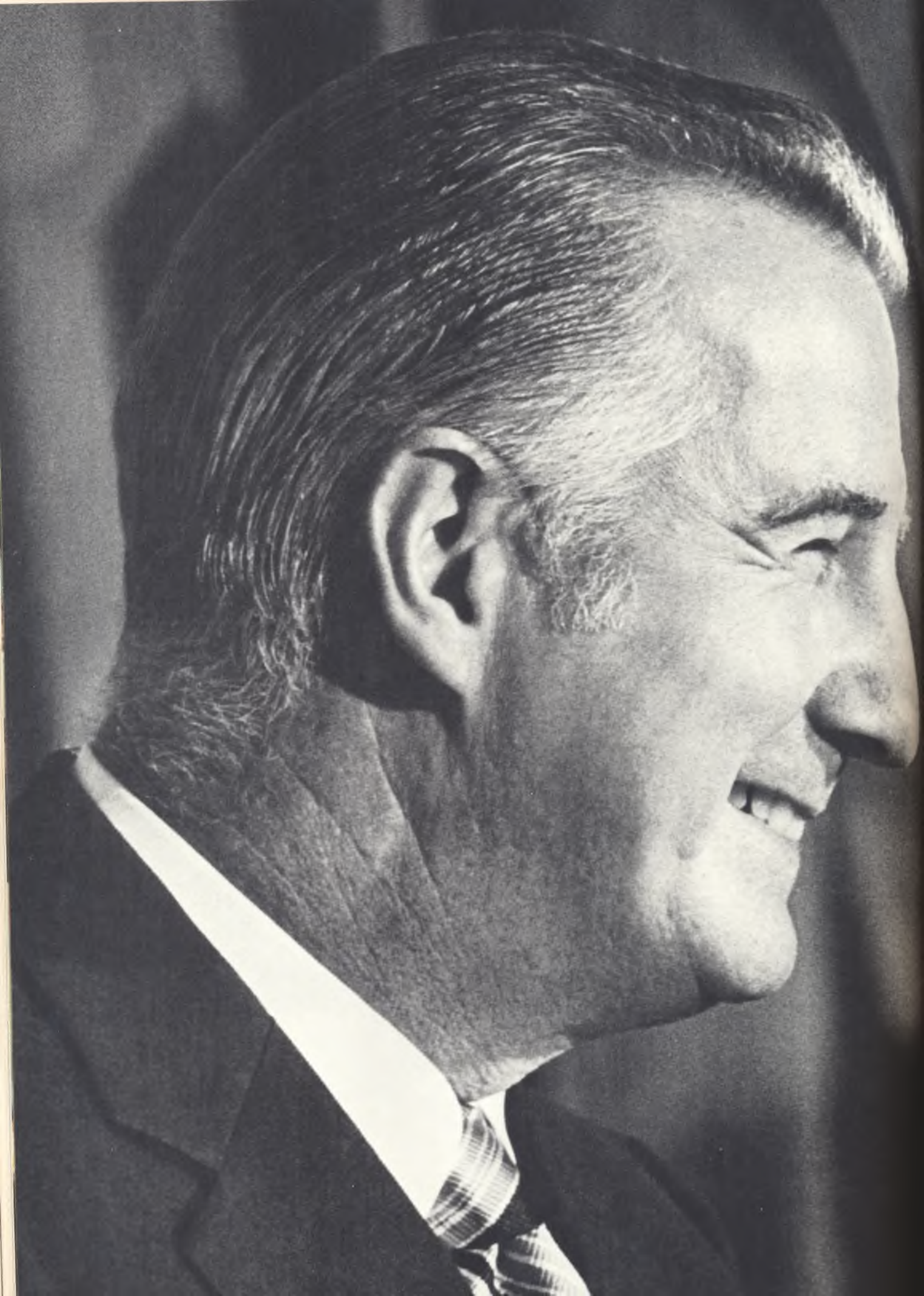












# Nixon and Republicans Gave Leadership to a Battered Land

Greetings to the delegates and guests of the Republican National Convention.

You are here on a historic mission for our party and our nation — to reaffirm our confidence in the leadership of Richard Nixon, reaffirm our belief in the principles of the Republican Party and continue to move forward the work we began with such purpose at Miami Beach four years ago.

When we met then, the country was in deep crisis and calling for new leadership after eight years of Democratic rule. Richard Nixon and the Republican Party provided that leadership. And now we are ready to take the record of that leadership before the American people, to be judged on it and, with your help, to continue it.

Let us remember that when we began, there was turmoil at home and conflict abroad. There were well over half a million American servicemen involved in a war in Southeast Asia. There was no plan to bring them home. There was open disrespect for our laws and our institutions, and disorder in the streets and on the campuses. Rampant inflation consumed the American dollar. There was open distrust of a government which had promised much and delivered little.

“To a crisis of the spirit, we need an answer of the spirit,” said President Nixon in his inaugural address. So he set about finding the answers.

The troops were brought home from Vietnam, on a steady, orderly basis while we assisted the South

Vietnamese in protecting themselves. Our foreign policy was realigned in the direction of a dynamic search for peace. Bold new initiatives were taken to ease international tensions and foster a new spirit of understanding and cooperation.

Equally bold steps were taken to douse the fires of inflation and stabilize our currency. A comprehensive economic policy was put into action to replace the piecemeal, stop-gap measures of the past.

Imaginative, but plausible and achievable, programs were developed to deal with America's domestic problems and to restore the citizen's faith in his government. Some of these governmental reforms were enacted, but many others have been held political hostage in an uncooperative Democratic-controlled Congress. This fact makes it imperative that, following this convention, we work not only to reelect the President but to give him a Congress that will help him carry out the mandate of the people.

I am sure that all of you join me in pledging to the President, and to the Republican Party, our total dedication in assuring that he continues the sound leadership he has given the nation the past four years.

**“Let us remember that when we began, there was turmoil at home and conflict abroad.”**

**VICE PRESIDENT AGNEW**

**TO PARTICIPANTS  
IN THE 1972  
REPUBLICAN  
NATIONAL  
CONVENTION**

*We salute your participation  
in the American political process  
which has given the people of this nation  
a unique opportunity to determine  
the form and course of their government.*

 **General Mills, Inc.**





**Funny.  
They don't look like  
body builders.**

But they are. Planters® Nuts are rich in protein, B-vitamins and minerals. So besides tasting great, they're also one of the most nutritious solid foods you can eat.

Delicious Planters Nuts. Dry roasted using absolutely no fats or oils. Get some today. And help yourself.

With Planters you'll have the whole world eating out of your hand.  
Nutritious Planters.



Extra care...in engineering

# Will your car start when you want it to start?



**Chrysler Corporation's new Electronic Ignition has been proved in a million miles of street and highway driving and 35,000 miles of NASCAR driving.**

Starting your car depends on a lot of things working properly. Battery, carburetor and spark plugs among others. Another important contributor to good starts is the ignition system. And Chrysler's new Electronic Ignition offers some advantages that could make the difference between starting and not starting.

**Up to 35% more voltage at starting.**

Every time you start your car with this new Electronic Ignition, you get a dependable voltage to fire your spark plugs, as much as 35% greater than conventional systems.

**No points to wear out. No condenser to replace.**

This reduces tune-up costs. It also eliminates a major cause of misfiring; and because of this reduction in misfiring, emissions are significantly reduced.

**Virtually maintenance free.**

Electronic Ignition is reliable, accurate and virtually maintenance free. And it's available on most Chrysler Corporation car engines and on some models of Dodge trucks for 1972.

**Proved reliable in over a million test miles.**

There were no failures in 1,000,000 miles of highway and street driving. And in 35,000 gruelling race-track miles of NASCAR competition driving, new Electronic Ignition worked every time.

It's the same care in engineering that brings you Unibody for all-around strength and torsion-bar suspension for smooth riding and handling.


After all, we want you happy with your new Dodge, Plymouth or Chrysler car from the day you buy it until you buy your next one. See your dealer now.

You take extra care, too. Buckle up. Use seat and shoulder belts.



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You only go one time around.  
So you take on life one day at a time.  
And you reach for all the gusto you can.  
Even in the beer you drink.  
Settle for less? What for?

When you're out of Schlitz, you're out of beer.





The Thunderbird Feeling:  
Only when you drive one  
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A great deal of that feeling comes from what we call "The Thunderbird Ride."

The ride comes from Thunderbird's new body/frame construction that helps absorb road shock and vibration. And a new suspension that's electronically tuned to the steel-belted radial tires for quiet, smooth road performance.

Another part of the feeling comes from Thunderbird's luxurious interior appointments—the enveloping comfort of its seats, the lush, cut-pile carpeting underfoot, and the increased roominess made possible by a longer wheelbase. They're all part of this magnificent personal automobile.

But there's really only one sure way to get the feeling of Thunderbird. Drive it. At your Ford Dealer's now.



Options shown: glamour paint; vinyl roof; body side protection molding; power antenna; leather and vinyl individually adjustable seats.

**THUNDERBIRD**

FORD DIVISION



# Mamie Praises GOP-Recalls Ike's Words

Republicans have demonstrated their ability to steer a straight course toward the twin goals of peace in the world and prosperity at home. If this in itself is not enough to ensure an extended tenure in office, then I say the hope all Americans have for a better future will have surrendered to cynicism and doubt.

I believe it is appropriate to this Convention to recall the words

**MRS. DWIGHT D.  
(MAMIE) EISENHOWER**



of my late husband... words he expressed in an interview that was not made public until after his death:

"What I believe is this: I still have a tremendous confidence and belief in our country. Just remember this one thing: No matter what we try to do in the world, there is only one place from which you can do it — a firm, sound base. That firm, sound base is the strength of the United States.

"And the United States' strength is not just its military

might; indeed, it's not just its economic might. It's also its principles or its moral might.

"The security of our nation, its prosperity, depends on those three factors: the spirit of the nation, which means the spirit of 200 million people; its economy; and its military wisdom and might. Now here is the balance we seek to maintain. And if we lose any of these factors too much, then the others fall to pieces. And what I am more interested in today is the moral strength of the United States... What I think we have to think again is... we have to revive our respect for such words as patriotism and dedication to our country.

"Now I'd like to think that we live by such words as decency and fairness, and, well, you might say the realization that each of us is a member of the proudest nation in the world, and then act that way. I believe that we've got to think a little bit more about good citizenship."



# The Republican Contribution to Progress Has Never Been Greater Than Now

I am proud and happy to welcome you to the 1972 Republican National Convention, the thirtieth in the 118-year history of our Party.

For more than a century, the Republican contribution to the progress and the greatness of these United States has been a large one and a source of pride for all Republicans.

That contribution has never been greater or more crucial than in the last three and a half years, when our Party and our country have enjoyed the leadership of President Nixon.

Because of his leadership, we meet here this year in Miami Beach under national conditions that are considerably better than they were four years ago. We meet against a backdrop of Republican incumbency and a distinguished record of Republican achievement that has built firm foundations for peace, for prosperity and for a renewal of our national spirit.

In 1968, the mood of our convention was somewhat different. Then, there was some doubt about the very future of this nation. We spoke of our country as a "nation in disarray," as a society "swept by turbulent winds of violence and of crime, of hatred and war, and of irresponsible dissent." We were ensnared in a war — with little hope and no plan for ending it. Too long dependent on war, our economy produced an artificial, overheated prosperity that made inflation inevitable.

In those trying circumstances, we met in agreement on a single, compelling point — our "demand for better leadership." The decision we made then was ratified by the people in November and bore implications that have since made history.

The journey to Peking and the summit in Moscow and other bold international initiatives, a new

economic policy and a sweeping program of domestic reform — these are some of the accomplishments of President Nixon. But chief among his achievements has been the restoration of a spirit of confidence among the American people. He has proved that we can meet the challenges the times have set for us and that we can do it once again with imagination and intelligence.

When he announced his candidacy for reelection, the President spoke of the "significant beginnings" made during his first term. Because of the beginnings President Nixon has made, we must do all in our power to insure that he receives what he has earned, a second term in which to build on them.

For us that job begins here, but it does not end here. There is much to be done. There is work ahead for all of us and for Republicans all over this country. What the opposition lacks in accomplishments and qualifications, it may more than make up with ambition and determination. It will not be an easy campaign, but it can be a good campaign for our party and for this country. It must be a victorious campaign. I am confident it will be if we, by our efforts and energy, determine to make it so.

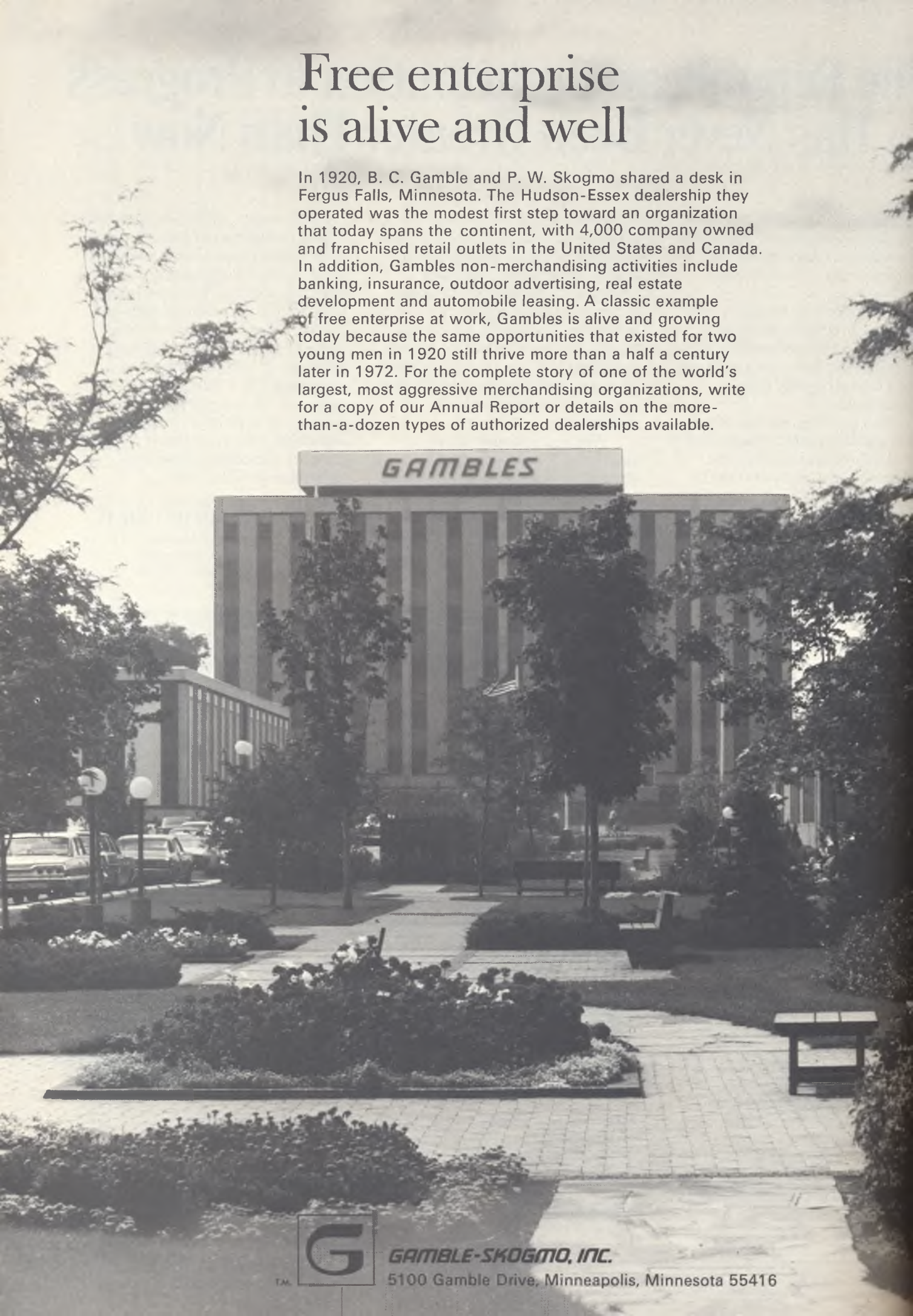
Senator  
**BOB DOLE**  
of Kansas,  
Chairman  
Republican  
National Committee



**"Because of the beginnings President Nixon has made, we must do all in our power to ensure that he receives what he has earned, a second term in which to build on them."**

# Free enterprise is alive and well

In 1920, B. C. Gamble and P. W. Skogmo shared a desk in Fergus Falls, Minnesota. The Hudson-Essex dealership they operated was the modest first step toward an organization that today spans the continent, with 4,000 company owned and franchised retail outlets in the United States and Canada. In addition, Gambles non-merchandising activities include banking, insurance, outdoor advertising, real estate development and automobile leasing. A classic example of free enterprise at work, Gambles is alive and growing today because the same opportunities that existed for two young men in 1920 still thrive more than a half a century later in 1972. For the complete story of one of the world's largest, most aggressive merchandising organizations, write for a copy of our Annual Report or details on the more-than-a-dozen types of authorized dealerships available.



**GAMBLES**



**GAMBLE-SKOGMO, INC.**

5100 Gamble Drive, Minneapolis, Minnesota 55416



### The real

The lifeblood of our technological civilization is energy from fossil fuels. But easily accessible domestic reserves continue to diminish as demand steadily increases.



Man must perfect techniques to extract from nature's abundance greater quantities of supplemental energy. Perhaps giant satellite solar cells; perhaps proven safe atomic fission. Or perhaps he will be encouraged to seek greater yield from known natural reserves and synthetics without disturbing either the ecology or the economy.

### The ideal

A practical way to harness the pure, clean force of the sun, source of every energy form man has ever known.

Whatever the answers, they must be found while we still have the energy to find them.

**AtlanticRichfieldCompany** ◆

Artist: Ippold The Metropolitan Museum of Art



# How to get your kids to brush

## Truth, not tricks.

Little people are very smart people. Smart, and curious, and enthralled with the answers to "why." So, rather than offering them money or something for each time they brush, which doesn't tell them the answer to "why," offer them the truth.

Tell them all about their teeth and how they're living things (kind of like toes, or eyes, or skin) and can be hurt. That there are many shapes of teeth, some for chewing, some for biting, some for grinding.

Tell them that even though food is good for their bodies, some food, particularly if it's sweet, can cause cavities if it stays on their teeth very long. But if they brush their teeth soon after eating, brush well, up and down, back and around, they can remove the food. And take care of those teeth that are alive and belong to them.

Explain what cavities are. (Holes in teeth might be enough of an explanation.)

And by all means, let them see you brush, too. What you do is more believable than what you say.

## A little help from your friends.

If your kids are going to do their job (brushing after every meal), the toothpaste they use ought to do its job. And Crest with fluoride does.



**Fighting cavities is the whole idea behind Crest.**

**...The Procter & Gamble Company.**



© 1971, The Procter & Gamble Company

Crest fights cavities. Crest is accepted by the American Dental Association.\* And, on top of all that, it tastes good. Regular flavor tastes a little like bubble gum. Mint tastes a lot like mint.

Tell your kids all about their teeth and Crest. We honestly feel that's the way to get them to brush.



\* "Crest has been shown to be an effective decay-preventive dentifrice that can be of significant value when used in a conscientiously applied program of oral hygiene and regular professional care." Council on Dental Therapeutics, American Dental Association

# '72 Convention



# Convention Order

**Tentative and subject  
to change.**

**All times are Eastern  
Daylight Saving Time.**

Monday, August 21, 1972

## **FIRST SESSION**

1:00 P.M.

Convention called to order  
Presentation of Colors  
The Pledge of Allegiance  
The National Anthem  
Invocation  
Addresses of Welcome  
Address by the Chairman of the  
Republican National Committee,  
The Honorable Bob Dole, United  
States Senator from Kansas  
Call for Convention read by  
Mrs. Consuelo N. Bailey, Secretary,  
Republican National Committee  
Temporary Roll of Convention by  
Mrs. Consuelo N. Bailey  
Election of Temporary Chairman  
Address by President of the  
National Federation of Republican  
Women, Mrs. Constance Armitage  
Adoption of Temporary Rules for  
the Convention  
Address by Chairman of the Young  
Republican National Federation,  
Don Sundquist  
Appointment of Committees on:  
Credentials  
Permanent Organization  
Rules and Order of Business  
Resolutions (Platform)  
Special Presentations  
Report on Senate Campaign by  
The Honorable Peter Dominick,  
United States Senator from  
Colorado and Chairman of the  
National Republican Senatorial  
Committee  
Tribute to Dwight D. Eisenhower  
Benediction  
Recess

Monday, August 21, 1972

## **SECOND SESSION**

8:30 P.M.

Convention called to order by  
The Honorable Bob Dole, United  
States Senator from Kansas,  
Chairman of the Republican  
National Committee  
Presentation of Colors  
The Pledge of Allegiance  
The National Anthem  
Invocation  
Address by Temporary Chairman,  
The Honorable Ronald Reagan,  
Governor of the State of California  
Address and Keynote Presentations  
Tribute to the First Lady  
Benediction  
Adjournment

# of Business

Tuesday, August 22, 1972

## **THIRD SESSION**

1:00 P.M.

Convention called to order by  
The Honorable Ronald Reagan,  
Governor of the State of California,  
Temporary Chairman

Presentation of Colors

The Pledge of Allegiance

The National Anthem

Invocation

Address by Co-Chairman of the  
Republican National Committee,  
Thomas B. Evans, Jr., National  
Committeeman from Delaware

Report of the Committees on:  
Credentials  
Rules and Order of Business  
Permanent Organization

Address by Permanent Chairman,  
The Honorable Gerald R. Ford,  
Congressman from the 5th District  
in Michigan and House Republican  
Leader

Governors' Report by the  
Honorable William G. Milliken,  
Governor of Michigan and  
Chairman of the Republican  
Governors Association

Report of the Committee on  
Resolutions (Platform)

Report on Congressional Campaign  
by The Honorable Bob Wilson,  
Congressman from the 36th District  
in California and Chairman of the  
National Republican Congressional  
Committee

Benediction

Recess

Tuesday, August 22, 1972

## **FOURTH SESSION**

8:30 P.M.

Convention called to order by  
The Honorable Gerald Ford,  
Congressman from the 5th District  
in Michigan and House Republican  
Leader, Permanent Chairman

Presentation of Colors

The Pledge of Allegiance

The National Anthem

Invocation

Documentary Film on the President

Election of Republican National  
Committee

Nominations for President of the  
United States

Balloting on Presidential  
Nominations

Benediction

Adjournment

Wednesday, August 23, 1972

## **FIFTH SESSION**

7:30 P.M.

Convention called to order by  
The Honorable Gerald Ford,  
Congressman from the 5th District  
in Michigan and House Republican  
Leader, Permanent Chairman

Presentation of Colors

The Pledge of Allegiance

The National Anthem

Invocation

Nominations for Vice President  
of the United States

Balloting on Vice Presidential  
Nominations

Acceptance Speech by Vice  
Presidential Nominee

Acceptance Speech by the  
Presidential Nominee

Benediction

Adjournment Sine Die

# Seating Chart

**Alternates**

L	LOUISIANA	GUAM
K		
J	WEST VIRGINIA	
H		
G	UTAH	
F	HAWAII	
E	MONTANA	
D	ALASKA	
C		
B		N. DAKOTA 12
A	WYOMING	

**U**

**Alternates**

K	GEORGIA
J	
H	
G	NEW JERSEY
F	
E	
D	INDIANA
C	
B	
A	COLORADO

**T**

**Alternates**

G	DIST. OF COL.
F	
E	P.R.
D	
C	TEXAS
B	
A	IDAHO

**S**

**Alternates**

F	MISSISSIPPI
E	
D	ARKANSAS
C	RHODE ISLAND
B	NEVADA
A	S. DAKOTA
	VERMONT

**R**

**Alternates**

O	WISCONSIN
N	
M	MISSOURI 14
L	TENNESSEE
K	
J	
H	
G	ILLINOIS 16
F	
E	
D	DELAWARE 10
C	
B	N.H. 4
A	1 2

**M**

**Delegates**

J	WISCONSIN
H	MISSOURI 22
G	
F	PENNSYLVANIA 14
E	
D	
C	
B	
A	

**L**

**Delegates**

W	WEST VIRGINIA
V	
U	
T	
S	TEXAS
R	
Q	ALASKA
P	
O	
N	NEW JERSEY
M	
L	
K	
J	N. DAKOTA
H	
G	
F	INDIANA
E	
D	NEBRASKA
C	
B	WYOMING
A	

**H**

**Delegates**

U	GUAM
T	MISSISSIPPI V.I.
S	V.I. LOUISIANA
R	
Q	GEORGIA
P	
O	ARKANSAS
N	HAWAII
M	UTAH
L	
K	S. DAKOTA 12
J	
H	CONNECTICUT
G	
F	IDAHO
E	
D	COLORADO
C	
B	VERMONT
A	

**G**

**Alternates**

H	NORTH CAROLINA
G	
F	NEBRASKA
E	
D	
C	PENNSYLVANIA
B	
A	

**K**

**Delegates**

N	NORTH CAROLINA
M	
L	MONTANA
K	
J	
H	TENNESSEE
G	
F	ILLINOIS
E	
D	
C	DELAWARE
B	
A	NEW HAMPSHIRE

**J**

Daily Press

Platform

# Delegates and Alternates

**Alternates**

State	F	E	D	C	B	A
MARYLAND						
OHIO						

1 2 3 4 5 6 7 8 9 10 11 12 13 14

Q

**Alternates**

State	G	F	E	D	C	B	A
CONNECTICUT							
IOWA							
OREGON							
ARIZONA							

1 2 3 4 5 6 7 8 9 10 11 12

P

**Alternates**

State	K	J	H	G	F	E	D	C	B	A
V.I.										
ALABAMA										
WASHINGTON										
VIRGINIA										
FLORIDA										

1 2 3 4 5 6 7 8 9 10 11 12

O

**Alternates**

State	L	K	J	H	G	F	E	D	B	A
MAINE										
OKLAHOMA										
CALIFORNIA										

1 2 3 4 5 6 7 8 9 10

N

**Delegates**

State	U	T	S	R	Q	P	O	N	M	L	K	J	H	G	F	E	D	C	B	A
DIST. OF COL.																				
RHODE ISLAND																				
NEVADA																				
NEW YORK																				
OHIO																				
FLORIDA																				

1 2 3 4 5 6 7 8

F

**Delegates**

State	W	V	U	T	S	R	Q	P	O	N	M	L	K	J	H	G	F	E	D	C	B	A
PUERTO RICO																						
MARYLAND																						
OKLAHOMA																						
CALIFORNIA																						
IOWA																						
OREGON																						
ARIZONA																						

1 2 3 4 5 6 7 8 9 10

E

**Delegates**

State	J	H	G	F	E	D	C	B	A
MASSACHUSETTS									
MICHIGAN									
VIRGINIA									

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

D

**Delegates**

State	I	A	B	C	D	E	F	G	H	J	K	L	M	N	O
KANSAS															
NEW MEXICO															
MICHIGAN															
NEW YORK															

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

C

**Delegates**

State	A	B	C	D	E	F	G	H	J	K	L	M	N
KANSAS													
NEW MEXICO													
KENTUCKY													
MINNESOTA													
MAINE													
WASHINGTON													
SOUTH CAROLINA													
ALABAMA													

1 2 3 4 5 6 7 8 9 10 11 12 13 14

B

**Delegates**

State	A	B	C	D	E	F	G	H
KENTUCKY								
MINNESOTA								
MASSACHUSETTS								
SOUTH CAROLINA								

1 2 3 4 5 6 7 8 9 10 11 12 13 14

A

Alternates

Alternates

Platform

Daily Press

● Indicates microphone seat for Chairman of the Delegation

× Indicates Reserved



**STARTING AUGUST 21, GULF WILL BE  
SPONSORING THE REPUBLICAN  
NATIONAL CONVENTION ON NBC-TV.  
LIVE FROM MIAMI BEACH.**

Consult local TV listings for time and stations.



GULF OIL CORPORATION



# Cartier trusted the cleaving of a diamond now worth \$125,000 to the ride that's steady as a rock. 1972 Mercury.



July 7, 1971. In an actual demonstration for a TV commercial, a rough diamond worth \$50,000 put Mercury's ride to a critical test.



Mr. Josef Briffel of Cartier's, New York, is about to cleave the gem in the rear seat of a moving Mercury. Will the ride be steady enough?



We chose a rugged test site: Dyckman Street, where the road is rough, uneven. Our speed at the critical moment: 35 mph.



At 1:51 P.M., the mallet strikes. Hit precisely, the diamond could more than double in value. The slightest mistake and it's worthless powder.



A perfect cleft! Two beautifully formed pieces are ready to be polished. The smaller is 4.75 cts. The larger gem an impressive 9.02 cts.



The finished jewel (actual size): this magnificent \$125,000 Cartier diamond — an elegant reminder of Mercury's smooth, steady ride.



Better ideas make better cars.

# MERCURY

LINCOLN-MERCURY DIVISION



Mercury Marquis Brougham. Hi-Back Twin-Comfort Lounge Seats and cornering lights (shown) are optional.

What a good time for all the good things of a Kent.  
Mild, smooth taste—exclusive Micronite® filter.  
King size or Deluxe 100's.



# Coffee 'n Kent!



Kings: 17 mg. "tar,"  
1.0 mg. nicotine;  
100's: 19 mg. "tar,"  
1.2 mg. nicotine  
av. per cigarette,  
FTC Report  
Aug. '71.

# 1972 Convention Officials



**GERALD R. FORD**  
Representative, Michigan  
Permanent Chairman



**RONALD REAGAN**  
Governor, California  
Temporary Chairman



**JOHN J. RHODES**  
Representative, Arizona  
Chairman,  
Committee on Resolutions



**MRS. ANNE ARMSTRONG**  
Texas  
Secretary



**H. ALLEN SMITH**  
Representative, California  
Parliamentarian



**ODY J. FISH**  
Wisconsin  
Chief Sergeant-at-Arms



**JIM ANDERSON**  
Nebraska  
Chief Page



**ROBERT P. KNOWLES**  
Wisconsin  
Convention Coordinator



**MISS JOSEPHINE GOOD**  
Washington, D.C.  
Convention Director



**JOE BARTLETT**  
Ohio  
Chief Reading Clerk



## Our Business is Pure Food and a Clean Environment

Making pure food products is a way of life at Heinz, and always will be. The instrument pictured above is a pesticide analyzer, one of the most accurate of its kind in the world. It can detect incredibly small quantities of pesticides — as tiny as only a few parts per billion.

Every shipment of farm produce arriving at a Heinz U.S.A. plant is carefully tested for purity. There are no exceptions. We know the farmer who grew it and the kind of soil he grew it in. And we're working with farmers all over the country to develop better methods of growing food.

Environmentalism is nothing new to Heinz and the food industry. We've been practicing it for years

— because a clean environment is absolutely essential for processing food.

But our concern for a clean environment is not restricted to the inside of our plants. We are equally concerned with the proper disposal of waste from our operations. That's why we are now lending waste management technology and man-power to cities in which our plants are located. Our scientists and engineers are working jointly with city engineers to develop more effective methods of treating municipal wastes.

We're doing things the hard way, for pure foods and a clean environment. That's the Heinz tradition.



# Merrill Lynch is bullish on America.



In the years ahead, we see this country growing in many different ways. And we want investors to share in that growth.

That's why we've moved into different kinds of investments.

Stocks of course.

But also bonds. Commodity futures. Real estate financing. Investment counseling. Retirement Security Programs. Mutual funds. And more.

We've got a lot of different ways to put money to work.



**MERRILL LYNCH,  
PIERCE, FENNER & SMITH INC**

# Southern's unique camera car sizes up close clearances.

To help speed your oversize shipments.

This Southern-designed photocar radiates a ring of light and photographically records clearances—with  $\frac{1}{4}$  inch accuracy! With this and other data in our computers, we can quickly dry-run an outside shipment you may have coming up, such as a reactor, girder or modular houses.

So we can find out right away what's involved. Where the train should slow down. Where it shouldn't pass another train. Whether tracks have to be moved—we've even done that. Such information requires days, using ordinary methods.

But then, there's nothing ordinary about how far we'll go to *help you squeeze waste out of distribution.*

Southern Railway System, Washington, D.C.



# SOUTHERN

THE RAILWAY SYSTEM THAT GIVES A GREEN LIGHT TO INNOVATIONS

**MEMBERSHIP IN THE 1972  
NATIONAL CONVENTION**

**APPORTIONMENT OF DELEGATES  
TO 1972 REPUBLICAN NATIONAL CONVENTION**

**RULE NO. 30**

The membership of the National Convention shall consist of:

**A. DELEGATES AT LARGE**

1. Four (4) Delegates at Large from each of the fifty (50) States.

2. Two (2) additional Delegates at Large for each Representative at Large in Congress from each State.

3. Nine (9) Delegates at Large for the District of Columbia and three (3) additional Delegates at Large for the District of Columbia if it cast its electoral vote, or a majority thereof, for the Republican Nominee for President in the last preceding Presidential election.

4. Six (6) additional Delegates at Large from each State casting its electoral vote, or a majority thereof, for the Republican nominee for President in the last preceding Presidential election. If any State does not cast its electoral vote or a majority thereof for the Republican nominee in the last preceding Presidential election, but at that election or at a subsequent election held prior to the next Republican National Convention elects a Republican United States Senator or a Republican Governor or a Republican majority of the State's membership in the United States House of Representatives then in such event such State shall be entitled to such additional Delegates at Large.

5. Five (5) Delegates at Large for Puerto Rico, and three (3) Delegates at Large for the Virgin Islands, and three (3) Delegates at Large for Guam.

**B. DISTRICT DELEGATES**

1. One (1) District Delegate from each Congressional District casting four thousand (4,000) votes or more for the Republican nominee for President or for any elector pledged to vote for the Republican nominee for President in the last preceding Presidential election, or for the Republican nominee for Congress in the last preceding Congressional election.

2. One (1) additional District Delegate for each Congressional District casting twelve thousand five hundred (12,500) votes or more for the Republican nominee for President or for any elector pledged to vote for the Republican nominee for President in the last preceding Presidential election, or for the Republican nominee for Congress in the last preceding Congressional election.

**C. ALTERNATE DELEGATES**

One (1) Alternate Delegate to each Delegate to the National Convention.

STATES AND TERRITORIES	DELEGATES AT LARGE	DISTRICT DELEGATES	TOTAL
Alabama	4	14	18
Alaska	12	0	12
Arizona	10	8	18
Arkansas	10	8	18
California	10	86	96
Colorado	10	10	20
Connecticut	10	12	22
Delaware	12	0	12
District of Columbia	9	0	9
Florida	10	30	40
Georgia	4	20	24
Guam	3	0	3
Hawaii	10	4	14
Idaho	10	4	14
Illinois	10	48	58
Indiana	10	22	32
Iowa	10	12	22
Kansas	10	10	20
Kentucky	10	14	24
Louisiana	4	16	20
Maine	4	4	8
Maryland	10	16	26
Massachusetts	10	24	34
Michigan	10	38	48
Minnesota	10	16	26
Mississippi	4	10	14
Missouri	10	20	30
Montana	10	4	14
Nebraska	10	6	16
Nevada	12	0	12
New Hampshire	10	4	14
New Jersey	10	30	40
New Mexico	10	4	14
New York	10	78	88
North Carolina	10	22	32
North Dakota	12	0	12
Ohio	10	46	56
Oklahoma	10	12	22
Oregon	10	8	18
Pennsylvania	10	50	60
Puerto Rico	5	0	5
Rhode Island	4	4	8
South Carolina	10	12	22
South Dakota	10	4	14
Tennessee	10	16	26
Texas	4	48	52
Utah	10	4	14
Vermont	12	0	12
Virginia	10	20	30
Virgin Islands	3	0	3
Washington	10	14	24
West Virginia	10	8	18
Wisconsin	10	18	28
Wyoming	12	0	12
Total Number of Delegates			1,348

**675 VOTES NEEDED TO NOMINATE**

A majority of 675 votes from the 1,348 delegates to the convention will be required for nomination this year. In 1968, with 1,333 delegates, the majority needed was 667 votes. The rules provide that as many ballots be taken as are necessary to provide a simple majority of one more than half of the votes cast.



# Your fun is our business...

You may have discovered our products but can't remember our name. It's a name that means fun for all seasons. The name:

**FUQUA INDUSTRIES.** The products: Top-of-the-line

names you probably already know. Pacemaker Cabin

Cruisers, Drift-R-Cruz Houseboats and Egg Harbor Yachts

by Pacemaker. The famous Thunderbird and Formula

lines from Thunderbird Boats. Scorpion Snowmobiles.

Shoreline and Highlander Boat Trailers by Yarbrough.

DynaStar and Salomon Bindings from

A & T Ski. Snapper Mowers and

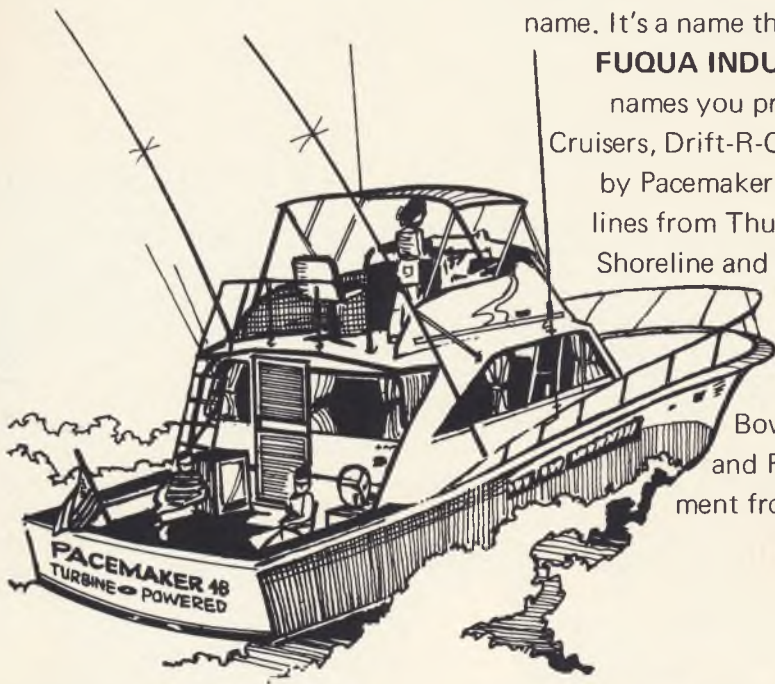
Garden Tillers from McDonough. Golf,

Bowling and Billiard Equipment from Ajay

and Football, Baseball and Basketball Equip-

ment from Hutch and Reach. And there's much

more, too! So . . . Discover Fuqua!



**FUQUA**  
INDUSTRIES, INC.

# Discover Fuqua.



3800 FIRST NATIONAL BANK TOWER  
ATLANTA, GA. 30303 / (404) 521-0204



With malice toward none, with charity for all, with firmness in  
the right as God gives us to see the right, let us strive on to  
finish the work we are in, to bind up the nation's wounds, to  
care for him who shall have borne the battle and for his widow  
and his orphan, to do all which may achieve and cherish a just  
and lasting peace among ourselves and with all nations.

Abraham Lincoln

# IDS, a financial service company since 1894.



## IDS CENTER

Our new headquarters rises 55 stories above downtown Minneapolis. Office space is still available in this distinctive new building. For leasing information contact the owner and manager,

IDS Properties, Inc.  
IDS Center  
Minneapolis, Minnesota 55402

## INVESTORS DIVERSIFIED SERVICES

Minneapolis, Minnesota

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- Now we're in
- REAL ESTATE
  - EQUIPMENT LEASING
  - MORTGAGE BANKING
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- (as well as life insurance & mutual funds.)



# Hotel Headquarters for State Delegations

## ALABAMA

Sherry Frontenac  
6565 Collins Avenue  
866-7711

## ALASKA

Holiday Inn-North Bay  
1819 79th Street Causeway  
865-1511

## ARIZONA

Algiers Hotel  
2555 Collins Avenue  
531-6061

## ARKANSAS

Golden Strand  
17901 Collins Avenue  
947-5661

## CALIFORNIA

Americana  
9701 Collins Avenue  
865-7511

## COLORADO

Barcelona  
4343 Collins Avenue  
532-3311

## CONNECTICUT

Balmoral  
9801 Collins Avenue  
866-7792

## DELAWARE

Harbor Island Spa  
7900 Harbor Island  
751-7561

## DISTRICT OF COLUMBIA

Newport Resort Hotel  
167th and Collins  
949-1300

## FLORIDA

Barcelona  
4343 Collins Avenue  
532-3311

## GEORGIA

Montmartre  
4775 Collins Avenue  
532-1731

## GUAM

Shore Club  
1901 Collins Avenue  
538-7811

## HAWAII

Algiers Hotel  
2555 Collins Avenue  
531-6061

## IDAHO

Caribbean  
3737 Collins Avenue  
531-0061

## ILLINOIS

Playboy Plaza  
5445 Collins Avenue  
865-1500

## INDIANA

Beau Rivage  
9955 Collins Avenue  
865-8611

## IOWA

Monte Carlo  
6551 Collins Avenue  
866-8721

## KANSAS

Holiday Inn-87th St.  
8701 Collins Avenue  
866-5731

## KENTUCKY

Atlantis  
2655 Collins Avenue  
531-0381

## LOUISIANA

Versailles  
3425 Collins Avenue  
531-6092

## MAINE

Sea Isle  
3001 Collins Avenue  
538-7841

## MARYLAND

Ivanhoe  
10175 Collins Avenue  
865-3511

## MASSACHUSETTS

Diplomat Resort Hotel  
3515 S. Ocean Drive  
923-8111

## MICHIGAN

Deauville Hotel  
6701 Collins Avenue  
865-8511

## MINNESOTA

Seville Hotel  
2901 Collins Avenue  
532-2511

## MISSISSIPPI

Shore Club  
1901 Collins Avenue  
538-7811

## MISSOURI

Everglades  
244 Biscayne Blvd.  
379-5461

## MONTANA

Promenade Hotel  
2469 Collins Avenue  
538-5721

## NEBRASKA

Montmartre  
4775 Collins Avenue  
532-1731

## NEVADA

DiLido  
155 Lincoln Road  
538-0811

## NEW HAMPSHIRE

Sea Isle  
3001 Collins Avenue  
538-7841

## NEW JERSEY

Marco Polo  
19201 Collins Avenue  
949-1461

## NEW MEXICO

Sheraton Beach  
19400 Collins Avenue  
947-4411

## NEW YORK

Carillon  
6801 Collins Avenue  
865-7561

## NORTH CAROLINA

Allison  
6261 Collins Avenue  
866-8881

## NORTH DAKOTA

Sea Isle  
3001 Collins Avenue  
538-7841

## OHIO

Diplomat Resort Hotel  
3515 South Ocean Drive  
923-8111

## OKLAHOMA

Sovereign  
4385 Collins Avenue  
531-5371

## OREGON

Sheraton Beach  
19400 Collins Avenue  
947-4411

## PENNSYLVANIA

Diplomat  
3515 South Ocean Drive  
923-8111

## PUERTO RICO

Saxony  
3201 Collins Avenue  
538-6811

## RHODE ISLAND

Balmoral Hotel  
9801 Collins Avenue  
866-7792

## SOUTH CAROLINA

Saxony  
3201 Collins Avenue  
538-6811

## SOUTH DAKOTA

Kenilworth  
10205 Collins Avenue  
866-2711

## TENNESSEE

Sans Souci  
3101 Collins Avenue  
538-6861

## TEXAS

Doral Country Club  
4400 N.W. 87th Avenue  
888-3600

## UTAH

Belmar Resort Hotel  
2625 Collins Avenue  
531-6741

## VERMONT

Twelve Caesars  
9449 Collins Avenue  
865-3551

## VIRGINIA

Sea View  
9909 Collins Avenue  
866-4441

## VIRGIN ISLANDS

Balmoral  
9801 Collins Avenue  
866-7792

## WASHINGTON

Lucerne  
4101 Collins Avenue  
532-2541

## WEST VIRGINIA

Saxony  
3201 Collins Avenue  
538-6811

## WISCONSIN

Doral Country Club  
4400 N.W. 87th Avenue  
888-3600

## WYOMING

Kenilworth  
10205 Collins Avenue  
866-2711

# Our Credo

WE BELIEVE THAT OUR FIRST RESPONSIBILITY IS TO THE DOCTORS, NURSES, HOSPITALS,  
MOTHERS, AND ALL OTHERS WHO USE OUR PRODUCTS.  
OUR PRODUCTS MUST ALWAYS BE OF THE HIGHEST QUALITY.  
WE MUST CONSTANTLY STRIVE TO REDUCE THE COST OF THESE PRODUCTS.  
OUR ORDERS MUST BE PROMPTLY AND ACCURATELY FILLED.  
OUR DEALERS MUST MAKE A FAIR PROFIT.



OUR SECOND RESPONSIBILITY IS TO THOSE WHO WORK WITH US —  
THE MEN AND WOMEN IN OUR PLANTS AND OFFICES.  
THEY MUST HAVE A SENSE OF SECURITY IN THEIR JOBS.  
WAGES MUST BE FAIR AND ADEQUATE,  
MANAGEMENT JUST, HOURS REASONABLE, AND WORKING CONDITIONS CLEAN AND ORDERLY.  
EMPLOYEES SHOULD HAVE AN ORGANIZED SYSTEM FOR SUGGESTIONS AND COMPLAINTS.  
SUPERVISORS AND DEPARTMENT HEADS MUST BE QUALIFIED AND FAIR MINDED.  
THERE MUST BE OPPORTUNITY FOR ADVANCEMENT — FOR THOSE QUALIFIED  
AND EACH PERSON MUST BE CONSIDERED AN INDIVIDUAL  
STANDING ON HIS OWN DIGNITY AND MERIT.



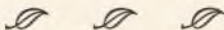
OUR THIRD RESPONSIBILITY IS TO OUR MANAGEMENT.  
OUR EXECUTIVES MUST BE PERSONS OF TALENT, EDUCATION, EXPERIENCE AND ABILITY.  
THEY MUST BE PERSONS OF COMMON SENSE AND FULL UNDERSTANDING.



OUR FOURTH RESPONSIBILITY IS TO THE COMMUNITIES IN WHICH WE LIVE.  
WE MUST BE A GOOD CITIZEN — SUPPORT GOOD WORKS AND CHARITY,  
AND BEAR OUR FAIR SHARE OF TAXES.  
WE MUST MAINTAIN IN GOOD ORDER THE PROPERTY WE ARE PRIVILEGED TO USE.  
WE MUST PARTICIPATE IN PROMOTION OF CIVIC IMPROVEMENT,  
HEALTH, EDUCATION AND GOOD GOVERNMENT,  
AND ACQUAINT THE COMMUNITY WITH OUR ACTIVITIES.



OUR FIFTH AND LAST RESPONSIBILITY IS TO OUR STOCKHOLDERS.  
BUSINESS MUST MAKE A SOUND PROFIT.  
RESERVES MUST BE CREATED, RESEARCH MUST BE CARRIED ON,  
ADVENTUROUS PROGRAMS DEVELOPED, AND MISTAKES PAID FOR.  
ADVERSE TIMES MUST BE PROVIDED FOR, ADEQUATE TAXES PAID, NEW MACHINES PURCHASED,  
NEW PLANTS BUILT, NEW PRODUCTS LAUNCHED, AND NEW SALES PLANS DEVELOPED.  
WE MUST EXPERIMENT WITH NEW IDEAS.  
WHEN THESE THINGS HAVE BEEN DONE THE STOCKHOLDER SHOULD RECEIVE A FAIR RETURN.  
WE ARE DETERMINED WITH THE HELP OF GOD'S GRACE,  
TO FULFILL THESE OBLIGATIONS TO THE BEST OF OUR ABILITY.



Johnson & Johnson

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The result of everything we've learned  
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In the 38 years we've been making typewriters, we've not only learned a lot about making them, we've learned a lot about using them.

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The Selectric II Typewriter is the result of our continuous efforts to improve the design and construction of all our products; products which, we believe,

can help your office become not only a more productive place for the company but also a more satisfying place for the individual.

A Representative of our Office Products Division will be glad to discuss the Selectric II Typewriter with you, and show how its versatility can be valuable in your office, both now and in the future. Or if you prefer, write to us at Franklin Lakes, N.J. 07417. We'll be happy to send you a brochure describing the Selectric II in detail.

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IN CONGRESS, JULY 4, 1776.

The unanimous Declaration of the thirteen united States of America.

When in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the Laws of Nature and of Nature's God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed. That whenever any Form of Government becomes destructive of these ends, it is the Right of the People to alter or to abolish it, and to institute new Government, laying its foundation on such Principles, and organizing its Powers on such Form, as to them shall seem most likely to effect their Safety and Happiness. Prudence, indeed, will dictate that Governments long established should not be changed for light and transient causes; and accordingly all reformations in our Constitutions, should be the result of slow and sure Progress, and not the consequence of sudden and violent Changes, to which the People are closely united. But when a long Train of abuses and usurpations, pursuing invariably the same Object, evinces a design to reduce them under absolute Tyranny, it is their Right, it is their Duty, to throw off such Government, and to provide new Guards for their future Security. Such has been the Patient Sufferance of these Colonies; and such is now the necessity which constrains them to alter their former Systems of Government. The history of the present King of Great Britain is a history of repeated injuries and usurpations, all having in direct or indirect Aim the establishment of an absolute Tyranny over these States. To prove this, let Facts be submitted to a candid World. He has refused his Assent to Laws, the most wholesome and necessary for the public Good. He has forbidden his Governors to pass Laws of immediate and pressing Importance, unless suspended in their Operation till his Assent should be obtained; and when so suspended, he has utterly neglected to attend to them. He has refused to assent to Acts of the most urgent Nature, and to suspend for a short Time the Execution of the most oppressive of them, for the purpose of compelling the Colonies to assent to them. He has refused to pass Acts of the most urgent Nature, and to suspend for a short Time the Execution of the most oppressive of them, for the purpose of compelling the Colonies to assent to them. He has refused to pass Acts of the most urgent Nature, and to suspend for a short Time the Execution of the most oppressive of them, for the purpose of compelling the Colonies to assent to them.

- List of names of the signatories of the Declaration of Independence, including John Hancock, John Adams, and Thomas Jefferson.

Without man's imagination and courage, a piece of paper means nothing.





# Home.

Acapulco, Mexico  
Akron, Ohio  
Allentown, Pa.  
Ashland, Ky.  
Atlanta, Ga.  
Augusta, Ga.  
Baltimore, Md.  
Bethlehem, Pa.  
Birmingham, Ala.  
Boston, Mass.  
Bradenton, Fla.  
Buffalo, N.Y.  
Canton, Ohio  
Charleston, S.C.  
Charleston, W. Va.  
Charlotte, N.C.  
Chattanooga, Tenn.  
Chicago, Ill.  
Cincinnati, Ohio  
Clearwater, Fla.  
Cleveland, Ohio  
Cocoa, Fla.  
Columbia, S.C.  
Columbus, Ga.  
Columbus, Ohio  
Corpus Christi, Tex.  
Dallas, Tex.  
Daytona Beach, Fla.  
Denver, Colo.  
Detroit, Mich.  
Durham, N.C.  
Easton, Pa.  
Evansville, Ind.  
Ft. Lauderdale, Fla.  
Ft. Worth, Tex.  
Frankfort, Ky.

Freeport, Bahamas  
Gainesville, Fla.  
Greensboro, N.C.  
Greenville, S.C.  
Hamilton, Bermuda  
Hartford, Conn.  
High Point, N.C.  
Houston, Texas  
Huntington, W. Va.  
Huntsville, Ala.  
Indianapolis, Ind.  
Jacksonville, Fla.  
Kingston, Jamaica  
Lexington, Ky.  
Los Angeles, Calif.  
Louisville, Ky.  
Macon, Ga.  
Melbourne, Fla.  
Memphis, Tenn.  
Mexico City, Mexico  
Miami, Fla.  
Milwaukee, Wis.  
Minneapolis, Minn.  
Mobile, Ala.  
Montego Bay, Jamaica  
Montgomery, Ala.  
Montreal, Que.  
Nashville, Tenn.  
Nassau, Bahamas  
New Haven, Conn.  
New Orleans, La.  
New York, N.Y.  
Newark, N.J.  
Ocala, Fla.

Omaha, Neb.  
Orlando, Fla.  
Ottawa, Ont.  
Pensacola, Fla.  
Philadelphia, Pa.  
Pittsburgh, Pa.  
Portland, Ore.  
Providence, R.I.  
Raleigh, N.C.  
Richmond, Va.  
Roanoke, Va.  
St. Croix, Virgin Is.  
St. Louis, Mo.  
St. Paul, Minn.  
St. Petersburg, Fla.  
St. Thomas, Virgin Is.  
San Antonio, Texas  
San Juan, P.R.  
Sarasota, Fla.  
Scranton, Pa.  
Seattle, Wash.  
Spartanburg, S.C.  
Springfield, Mass.  
Syracuse, N.Y.  
Tacoma, Wash.  
Tallahassee, Fla.  
Tampa, Fla.  
Titusville, Fla.  
Toledo, Ohio  
Toronto, Ont.  
Vero Beach, Fla.  
Washington, D.C.  
West Palm Beach, Fla.  
Wilkes-Barre, Pa.  
Wilmington, Del.  
Winston-Salem, N.C.



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# Committee Assignments

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#### *Special Asst. to the Chairman in*

#### *Charge of Convention Planning*

McDill Boyd, Kansas

#### *Adviser to the Committee on*

#### *Arrangements*

Ray C. Bliss, Ohio

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### *Subcommittee on Badges and Tickets*

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Republican National Committee,  
Delaware

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New Jersey

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William S. Powers, Colorado,

Chairman of Subcommittee on

Membership in the next National

Convention

George E. Wilson, Jr., Tennessee,

Chairman of the Subcommittee on

the Proceedings in the Convention

Mrs. M. Stanley Ginn, Missouri,

Chairman of the Subcommittee on

Election of Delegates to National

Convention

Alabama: Mrs. Bobbie Ames

Alaska: Robert A. Davenny

# '72 Convention

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Arkansas: Mrs. Frank McGillicuddy  
California: Mrs. Eleanor R. Ring  
Colorado: William S. Powers  
Connecticut: J. Brian Gaffney  
Delaware: Gene Bunting  
District of Columbia: Carl L. Shipley  
Florida: William C. Cramer  
Georgia: Mrs. John A. Cauble  
Hawaii: Mrs. Max S. Coray  
Idaho: Mrs. Gordon Miner  
Illinois: Victor L. Smith  
Indiana: Mrs. Cecil M. Harden  
Iowa: Charles E. Wittenmeyer  
Kansas: Mrs. Richard D. Rogers  
Kentucky: John H. Kerr  
Louisiana: James H. Boyce  
Maine: Robert A. Marden  
Massachusetts: Otto A. Wahlrab  
Michigan: William F. McLaughlin  
Minnesota: Dave Krogseng  
Mississippi: Mrs. James F. Hooper  
Missouri: Mrs. M. Stanley Ginn  
Montana: W. L. (Bill) Holter  
Nebraska: Mrs. Richard W. Smith  
Nevada: Walter P. Casey, Jr.  
New Hampshire: Stephen W. Smith, Sr.  
New Jersey: Bernard M. Shanley  
New Mexico: Robert O. Anderson  
New York: Charles T. Lanigan  
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North Dakota: Ben J. Clayburgh  
Ohio: John S. Andrews  
Oklahoma: Mrs. Dorothy Stanislaus  
Oregon: George P. Stadelman  
Pennsylvania: Thomas B. McCabe  
Rhode Island: Frederick Lippitt  
South Carolina: J. Drake Edens, Jr.  
South Dakota: D. Jack Gibson  
Tennessee: George E. Wilson, Jr.  
Texas: Fred Agnich  
Utah: Kent Shearer  
Vermont: Russell F. Merriman  
Virginia: Mrs. Cynthia S. Newman

Washington: Earl J. Davenport  
West Virginia: Arch A. Moore, Jr.  
Wisconsin: John E. Hough  
Wyoming: Mrs. Jack L. Stacy  
Fred C. Scribner, Jr., Portland, Maine,  
General Counsel of the Republican  
National Committee, will serve as  
General Counsel of the Committee  
on Rules.

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Illinois: Robert D. Stuart, Jr.  
Massachusetts:  
Mrs. Henry Dunster Howe  
Montana: James E. Murphy  
Idaho: Mrs. Orriette Sinclair  
Vermont: Mrs. Consuelo N. Bailey  
Fred C. Scribner, Jr., Portland, Maine,  
General Counsel of the Republican  
National Committee, will serve as  
General Counsel of the Committee  
on Contests.

## COMMITTEE ON CALL

Miss Martha C. Moore, Ohio, Chairman  
Alaska: Mrs. John Holm  
Arizona: John H. Haugh  
Arkansas: Charles T. Bernard  
Colorado: Mrs. Daniel Gray  
Connecticut: J. Brian Gaffney  
Delaware: Mrs. Bruce F. Day  
Florida: Mrs. Paula F. Hawkins  
Georgia: Robert J. Shaw  
Guam: Howard Trapp  
Idaho: Mrs. Orriette Sinclair  
Indiana: John K. Snyder  
Iowa: John C. McDonald  
Kansas: William Falstad  
Louisiana: Mrs. Jean McG. Boese  
Maine: Charles E. Moreshead  
Maryland: Alexander M. Lankler  
Michigan: Mrs. John Riecker  
Minnesota: Rudy Boschwitz

Mississippi: James M. Moye  
Missouri: J. Nick Gray  
Nebraska: Milan Bish  
Nevada: William M. Laub  
New Hampshire: Robert E. Whalen  
New Jersey: John E. Dimon  
New Mexico: Thomas F. McKenna  
New York: Mrs. Keith S. McHugh  
North Carolina: Frank A. Rouse  
North Dakota: Jack Huss  
Ohio: Miss Martha C. Moore  
Oklahoma: Clarence E. Warner  
Oregon: Floyd Hart  
Pennsylvania: Clifford L. Jones  
Puerto Rico: Mrs. Gilda Julia  
Rhode Island: Thomas E. Wright  
South Carolina: C. Kenneth Powell  
South Dakota: Robert H. Burns  
Tennessee: S L. Kopald, Jr.  
Texas: George Willeford, M.D.  
Virginia: Warren B. French, Jr.  
Virgin Islands: Evan A. Francois  
Washington: Kenneth R. Nuckolls  
West Virginia: Thomas E. Potter  
Wisconsin: Mrs. Byron Ising  
Wyoming: David B. Kennedy  
Fred C. Scribner, Portland, Maine,  
General Counsel of the Republican  
National Committee, will serve as  
General Counsel of the Committee  
on Call.

## COMMITTEE ON SITE

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Mrs. Jack L. Stacy, Wyoming,  
Vice Chairman  
Mrs. Jean McG. Boese, Louisiana  
Robert A. Marden, Maine  
George Thiss, Minnesota  
Mrs. Keith McHugh, New York  
D. Jack Gibson, South Dakota

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These convention proceedings are ultimate proof of the strength of—and the need to support and nurture—our historic two-party system. For the people. For every individual.

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We fly to more places, more often in the U.S. than any other airline. 113 places in all. From New York to Hawaii.

Which means we fly more businessmen, more vacationers, more grandmas and grandpas, more families, more small children and more professional people than any other airline. And that's why we say,  
Your Land is Our Land.

**Your land is our land.**  
*United Air Lines*

# Changing the National Convention



## The Arrangements Committee at work

The opening gavel of the 1972 convention climaxes a new experience for the Republican Party in convention planning and arrangements.

For the first time in GOP history, the Republican National Committee found it necessary to reconsider its original choice of a convention site and shift convention planning to another city.

Meeting in Washington just three and a half months before the convention, the National Committee voted unanimously to accept the offer of Miami Beach, Florida, to host the proceedings, thus changing its decision of more than nine months earlier to hold the Party's 30th nominating convention in San Diego, California.

The shift became necessary after the development in San Diego of unforeseen construction

problems, which Senator Bob Dole of Kansas, GOP National Chairman and Chairman of the Convention Arrangements Committee, described as insurmountable.

Shifting the convention site compressed into the few remaining weeks much of the planning which normally spans many months. However, the Arrangements Committee, under the direction of Dole and Vice Chairman R. L. Herman, National Committeeman for Nebraska, proved equal to the challenge.

Splendid cooperation by the officials of Miami Beach, Dade County, Miami and the state of Florida also was instrumental in providing the resources necessary for hosting the convention on such relatively short notice.

Active planning for the 1972

convention had been under way 15 months before the decision to shift the site from San Diego to Miami Beach.

As chairman of the Site Committee, Dole appointed the membership of that committee early February of 1971, including Mrs. Estelle Stacy, National Committeewoman for Wyoming, vice chairman. Other members represented five states, none was a prospective convention site.

Houston, Chicago, Louisville, Miami Beach, San Francisco and San Diego were then bidding to host the convention. The Site Committee held hearings in all cities and inspected the proposed convention halls, hotel space and other necessary facilities.





# Site Is a New Republican Experience



The National Committee met in Denver on July 23, 1971, and approved the recommendation of the Site Committee to hold the convention in San Diego, beginning August 21, 1972.

The convention was to be held in the San Diego International Sports Arena, a 15,000 seat facility, with the city's magnificent Community Concourse serving as the downtown headquarters for the Republican National Committee, the Arrangements Committee and the working press.

At the direction of Vice Chairman Herman, the Arrangements Committee opened permanent offices in February of 1972 in San Diego's Royal Inn at the Wharf, which was to be the convention headquarters hotel. Herman and other officials and

members of the Arrangements Committee made frequent trips to San Diego to get the convention planning in high gear.

During the following weeks, however, problems began to develop concerning convention facilities, the most serious of which involved necessary modifications of the Sports Arena and negotiations with the arena's owner, Peter Graham.

The architect and contractor for preparation of the Sports Arena informed the Arrangements Committee that the modifications could not be completed in time for the convention unless work could begin sooner than Graham would permit. Convention officials also concluded that preparation of the arena under conditions outlined by its owner would have required unacceptable excessive costs.

A major stumbling block in the negotiations was the location of the television anchor booths in the

Sports Arena. Graham insisted that permanent booths be constructed for his future use in locations which would have been unsatisfactory both to the television networks and the Arrangements Committee. The Sports Arena owner also insisted on construction of a permanent ticket booth at the Republican Party's expense.

Compounding these problems was the possibility of a strike among construction workers — an apprehension which later materialized when a strike halted construction in the city on May 1, 1972.

Amid spreading reports that the convention might be moved to another city, Herman announced in Washington on April 19: "The Arrangements Committee does have major problems in San Diego. We are working on them, and so are the people of San Diego. It is unlikely that all the difficulties can be solved completely.... The city

and county of San Diego, the state of California, the Civic Host Committee and the people of San Diego have been working as diligently as we have to complete the necessary arrangements. Their cooperation has been outstanding.”

Herman then flew to Chicago for two days of talks with Graham in an effort to reach a satisfactory agreement on preparation of the arena. When those discussions proved futile, Herman, with Dole’s authorization, flew to Miami Beach to explore the possibility of holding the convention there.

Confronted with the San Diego problems, the National Committee and the Arrangements Committee turned to Miami Beach, the city which hosted the highly successful Republican National Convention of 1968, in search of an alternate site. Miami Beach was to host the 1972 Democratic National Convention in July and many of the facilities and much of the required construction could remain in place for the Republican Convention a month later.

Vice Chairman Herman quickly assembled in Miami Beach a top-flight team of Republican leaders, including L. E. Thomas, Florida Republican State Chairman, who canceled a planned European trip at the last minute in order to help nail down the arrangements.

With the help of Florida Governor Reubin Askew, Miami Beach Mayor Chuck Hall, City Manager Clifford O’Key and other local officials, temporary obstacles were removed and arrangements completed.

The Buick Division of General Motors had scheduled a convention and display of its new model cars in the Miami Beach Convention Hall for dates identical to those of the

Republican Convention. Legal problems in connection with the Party’s official convention call, already issued and specifying August 21 as the opening date, prohibited a change in the GOP convention schedule. Buick graciously announced that it would move its convention to another city to remove this conflict.

The Law Enforcement Assistance Administration, a federal agency which already had approved funds for Miami Beach to provide adequate security for the Democratic Convention, assured Florida and the local jurisdictions that additional grants would be available for training of state and local police forces for the GOP convention.

The Miami Beach City Council voted on May 3 to extend an invitation to the Republican

this unfortunate situation makes mandatory to select another site for the 1972 convention. The Committee expresses its disappointment that delegates, alternates and guests will be denied the gracious hospitality of the beautiful city of San Diego.”

In a companion resolution, the Committee expressed its appreciation to Miami Beach, Miami, Dade County and the state of Florida.

“The invitation was the culmination of broad and untiring efforts on the part of officials and leaders of all those jurisdictions. The resolution said. “Miami Beach is one of the most beautiful and versatile convention cities in the world, and two generations of Floridians have made hosting visitors their principal industry.”

Another distinguishing



### Miami Beach City Council

National Convention. The Arrangements Committee recommended on May 4 that the invitation be accepted, and the Republican National Committee made the shift of the convention site official on May 5.

In a resolution accompanying the convention shift, the National Committee expressed its “deepest appreciation to officials and citizens of San Diego and the state of California for their untiring efforts, diligence and dedication in preparing for the convention. No city could have worked harder to solve convention problems....

“The Committee deeply regrets



### Subcommittee on H

characteristic of the 1972  
 Republican National Convention  
 planning process was the degree of  
 cooperation with the opposition  
 party. Arrangements Committee  
 members and staff members met  
 with their Democratic counterparts  
 in Miami Beach May 25 to discuss  
 ways to save funds through the  
 common use of certain convention  
 facilities and services. Several  
 informal contacts between the two  
 parties followed and resulted in  
 smoother, more efficient planning.

**Subcommittee on News Media Operations**



**Subcommittee on Badges and Tickets**



**Subcommittee on Program**



**Josephine Good, Convention Director**



# Delaware really started Something

Delaware started a nation. Since then, Delaware has been an excellent state for starting a business . . . or expanding an existing one.

Delaware is right in the middle of the Atlantic Seaboard . . . between the New York brokers and the Washington lawyers. And, location is one of the many business advantages you will discover in Delaware. Like a conducive tax and legal environment . . . a healthy expanding economy . . . a skilled work force.

Delaware is a fine place to live: steeped in history, abundant in natural recreational facilities, with excellent schools and a generally high standard of living. Making Delaware an even greater place to work and live is Republican Governor Russell W. Peterson, preserving the best of the past, changing those things that need to be changed. If you are considering expansion, start in the middle . . . in Delaware.

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Raise a toast to *your* winner . . . and what a great way to do it in this especially decorated Libbey glass!

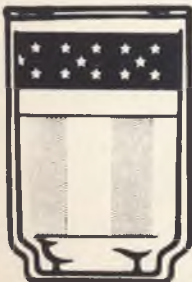
Think of all the great ways to *use* these glasses, too . . . as souvenirs; giveaways; gifts for fund-raising; decorations or giveaways at banquets . . . and for just plain fun at campaign parties.

Call your local Libbey office or write "Libbey Election Glasses, Owens-Illinois, Inc., P.O. Box 919, Toledo, Ohio 43601."

. . . don't forget "Stars & Stripes"



16 oz. Steiner



11 oz. Beverage



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*Three cheers for the Red, White and Blue! What an appropriate glass to use (or give) in Election '72. Choose from the graceful beer "Steiner", the regular Beverage size or a tall Cooler.*

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A report from the *innovative* engineers.



## This boat can fly. And it took Borg-Warner's Cicolac ABS to help it off the ground.

They said it couldn't be done. But Jan Eglen wanted to build a hovercraft out of lightweight plastic instead of fiber glass. And the engineers at Borg-Warner's Marbon Division said it could be done with Cicolac<sup>®</sup> ABS. The competition laughed. They were convinced that engine vibration would reduce Eglen's "HoverBug<sup>®</sup>" to a pile of plastic splinters. But they didn't reckon with the strength and versatility of Cicolac ABS thermoplastic. The ease of forming Cicolac ABS has cut production costs so much that the "HoverBug" boat sells for much less than its nearest comparable competitor. Cicolac ABS got Jan Eglen's "impossible" idea so far off the ground that he had to expand his facilities to

keep up with the orders pouring in.

Borg-Warner's engineers are constantly innovating and improving. Our Byron Jackson Division created new methods of servicing oil wells in the storm-racked North Sea, providing better crew safety and more efficient production.

And Borg-Warner's innovative engineers have developed a full-time four-wheel drive that operates smoothly on the road or in rough terrain. It provides a new standard of control for vehicles on mud, ice, snow or wet highways.

Borg-Warner believes that great engineers should be innovative engineers.

**BORG** **WARNER**  
The great engineers

# Past Republican National Conventions

## 1856-1972

	PLACE AND DATE	NATIONAL CHAIRMAN	TEMPORARY CHAIRMAN	PERMANENT CHAIRMAN	PRESIDENTIAL NOMINEE	VICE PRESIDENTIAL NOMINEE
1	1856 Philadelphia June 17-19	Edwin D. Morgan New York	Robert Emmett New York	Henry S. Lane Indiana	John C. Fremont 2nd Ballot	William L. Dayton 1st Ballot
2	1860 Chicago May 16-18	Edwin D. Morgan New York	David Wilmot Pennsylvania	George Ashmun Massachusetts	Abraham Lincoln 3rd Ballot	Hannibal Hamlin 2nd Ballot
3	1864 Baltimore June 7-8	Edwin D. Morgan New York	R. J. Breckenridge Kentucky	William Denman Ohio	Abraham Lincoln 1st Ballot	Andrew Johnson 1st Ballot
4	1868 Chicago May 20-21	Marcus L. Ward New Jersey	Carl Schurz Missouri	Joseph R. Hawley Connecticut	U. S. Grant 1st Ballot	Schuyler Colfax 6th Ballot
5	1872 Philadelphia June 5-6	William Claflin Massachusetts	Morton McMichael Pennsylvania	Thomas Settle North Carolina	U. S. Grant 1st Ballot	Henry Wilson 1st Ballot
6	1876 Cincinnati June 14-16	Edwin D. Morgan New York	Theo. M. Pomeroy New York	Edward McPherson Pennsylvania	Rutherford B. Hayes 7th Ballot	Wm. A. Wheeler 1st Ballot
7	1880 Chicago June 2-8	J. Donald Cameron Pennsylvania	George F. Hoar Massachusetts	George F. Hoar Massachusetts	James A. Garfield 36th Ballot	Chester A. Arthur 1st Ballot
8	1884 Chicago June 3-6	Dwight M. Sabin Minnesota	John R. Lynch Mississippi	John B. Henderson Missouri	James G. Blaine 4th Ballot	John A. Logan 1st Ballot
9	1888 Chicago June 19-25	B. F. Jones Pennsylvania	John M. Thurston Nebraska	M. M. Estee California	Benjamin Harrison 8th Ballot	Levi P. Morton 1st Ballot
10	1892 Minneapolis June 7-10	James S. Clarkson Iowa	J. Sloat Fassett New York	William McKinley Ohio	Benjamin Harrison 1st Ballot	Whitelaw Reid 1st Ballot
11	1896 St. Louis June 16-18	Thomas H. Carter Montana	Chas. W. Fairbanks Indiana	John M. Thurston Nebraska	William McKinley 1st Ballot	Garrett Hobart 1st Ballot
12	1900 Philadelphia June 19-21	Mark A. Hanna Ohio	Edward O. Wolcott Colorado	Henry Cabot Lodge Massachusetts	William McKinley 1st Ballot	Theodore Roosevelt 1st Ballot
13	1904 Chicago June 21-23	Henry C. Payne Wisconsin	Elihu Root New York	Joseph G. Cannon Illinois	Theodore Roosevelt 1st Ballot	Chas. W. Fairbanks 1st Ballot
14	1908 Chicago June 16-19	Harry S. New Indiana	Julius C. Burrows Michigan	Henry Cabot Lodge Massachusetts	William H. Taft 1st Ballot	James S. Sherman 1st Ballot
15	1912 Chicago June 18-22	Victor Rosewater Nebraska	Elihu Root New York	Elihu Root New York	William H. Taft 1st Ballot	Nicholas M. Butler 1st Ballot
16	1916 Chicago June 7-10	Charles D. Hilles New York	Warren G. Harding Ohio	Warren G. Harding Ohio	Charles E. Hughes 3rd Ballot	Chas. W. Fairbanks 1st Ballot
17	1920 Chicago June 8-12	Will H. Hays Indiana	Henry Cabot Lodge Massachusetts	Henry Cabot Lodge Massachusetts	Warren G. Harding 10th Ballot	Calvin Coolidge 1st Ballot
18	1924 Cleveland June 10-12	John T. Adams Iowa	Theodore E. Burton Ohio	Frank W. Mondell Wyoming	Calvin Coolidge 1st Ballot	Charles G. Dawes 3rd Ballot
19	1928 Kansas City June 12-15	William M. Butler Massachusetts	Simeon D. Fess Ohio	George H. Moses New Hampshire	Herbert Hoover 1st Ballot	Charles Curtis 1st Ballot
20	1932 Chicago June 14-16	Simeon D. Fess Ohio	L. J. Dickinson Iowa	Bertrand H. Snell New York	Herbert Hoover 1st Ballot	Charles Curtis 1st Ballot
21	1936 Cleveland June 9-12	Henry P. Fletcher Rhode Island	Frederick Steiwer Oregon	Bertrand H. Snell New York	Alfred M. Landon 1st Ballot	Frank Knox 1st Ballot
22	1940 Philadelphia June 24-28	John D. M. Hamilton Iowa	Harold E. Stassen Minnesota	Joseph W. Martin, Jr. Massachusetts	Wendell Willkie 6th Ballot	Charles L. McNary 1st Ballot
23	1944 Chicago June 26-28	Harrison E. Spangler Iowa	Earl Warren California	Joseph W. Martin, Jr. Massachusetts	Thomas E. Dewey 1st Ballot	John Bricker 1st Ballot
24	1948 Philadelphia June 21-25	Carroll Reece Tennessee	Dwight H. Green Illinois	Joseph W. Martin, Jr. Massachusetts	Thomas E. Dewey 3rd Ballot	Earl Warren Acclamation
25	1952 Chicago July 7-11	Guy G. Gabrielson New Jersey	Walter S. Hallanan West Virginia	Joseph W. Martin, Jr. Massachusetts	Dwight D. Eisenhower 1st Ballot	Richard M. Nixon Acclamation
26	1956 San Francisco August 20-23	Leonard W. Hall New York	William F. Knowland California	Joseph W. Martin, Jr. Massachusetts	Dwight D. Eisenhower 1st Ballot	Richard M. Nixon 1st Ballot
27	1960 Chicago July 25-28	Thruston B. Morton Kentucky	Cecil H. Underwood West Virginia	Charles A. Halleck Indiana	Richard M. Nixon 1st Ballot	Henry Cabot Lodge 1st Ballot
28	1964 San Francisco July 13-16	William E. Miller New York	Mark O. Hatfield Oregon	Thruston B. Morton Kentucky	Barry Goldwater 1st Ballot	William E. Miller 1st Ballot
29	1968 Miami Beach August 5-8	Ray C. Bliss Ohio	Edward Brooke Massachusetts	Gerald Ford Michigan	Richard M. Nixon 1st Ballot	Spiro T. Agnew 1st Ballot
30	1972 Miami Beach August 21-	Bob Dole Kansas	Ronald Reagan California	Gerald Ford Michigan		

# The strangler that feeds on sewage won't be eating like it used to.

Give plant life too much food and, before long, it can choke a lake to death.

As the plants multiply, the lake turns into a rotting sump, then a swampy morass, and finally a spongy meadow overgrown with weeds.

Normally, a lake wouldn't age like this for thousands of years. But man can age it in a generation or so. And one of the things he does it with is phosphates from human wastes and detergents.

Now, with a new system developed by Dow to remove phosphates from municipal sewage, it appears that the strangler's diet can be drastically reduced.

In pilot studies and field trials in Great Lakes area cities, the system has resulted in phosphate removal as high as 90%. And it's inexpensive, requiring little capital equipment.

But technology is not enough. If we're to save our lakes and streams, community concern and community action must take us the rest of the way.

At Dow, we're concerned with more than chemistry. We're concerned with life. And despite our imperfections, we're determined to share its promise. Wisely.

For information on phosphate removal, write to:  
The Dow Chemical Company,  
Midland, Michigan 48640.





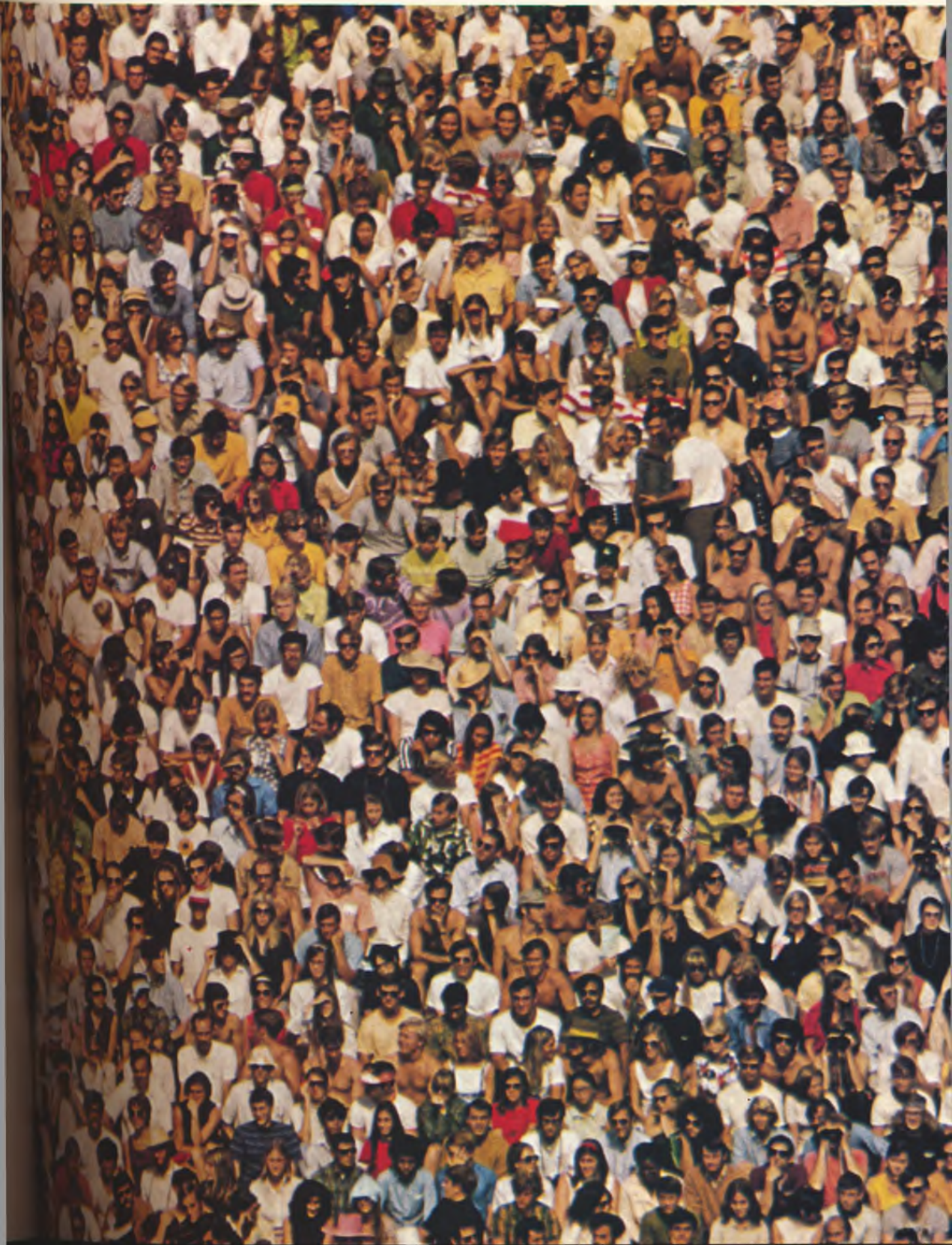
# DECISION



Whatever the year and wherever it happens, America gets its news from NBC News • In '72 it happens here—America makes its quadrennial Decision and NBC News reports it start to finish. Choose NBC News for full, fair reporting of the political world and the rest of the world. That's a decision people have been making for years. **NBC NEWS**

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# The Republican Party..Open to All People





# Eisenhower Republican Center: The First Permanent Headquarters for an American Political Party.

A historic political event occurred in 1971 when President Nixon dedicated the Eisenhower Republican Center on Capitol Hill. The building is the first permanent headquarters for an American political party.

In his dedicatory address the President sounded a note which has become the theme for the 118-year-old party—a guideline for all Republicans now and in the future. He said:

"I would like the Republican Party to be the Party of the open door, a Party with its doors open to all people of all races and all parties, those who share our great ideals about the future of America and the future of the world."

The ceremonies were held outdoors in front of the new four-story white structure at 310 First Street, Southeast, on January 15, 1971. The day was bleak and rainy, but the inclement weather did not diminish the size of the crowd or the enthusiasm as it witnessed the culmination of a longtime dream of Republicans.

Applause and cheers broke out as Mamie Eisenhower moved to the center of the platform and cut the tape... the official recognition that Republicans had taken another giant stride in the growth of a



**New Republican headquarters in Washington**

resurging political party.

For more than 50 years the Republican National Committee had occupied various rented locations in Washington. During that time the idea and planning for a permanent headquarters developed. The movement grew through the regimes of many national chairmen. One of the prime movers in the planning was former Congressman James Auchincloss, who in 1952 was chairman of the executive committee of Capitol Hill Associates, Inc., which later planned and erected the structure.



**That famous grin**

**"I would like the Republican Party to be the Party of the open door, a Party with its doors open to all people of all races and all parties, those who share our great ideals about the future of America and the future of the world."**

— President Nixon at Dedication



## True fish story.

When Humble and other oil companies began dotting the Gulf Coast with offshore oil platforms some twenty years ago, an odd thing happened.

Instead of frightening away the fish, these structures actually began to attract bigger and better marine life.

At first small fish began to feed on the plankton and barnacles that attach themselves to the cross beams of these platforms. The smaller fish attracted larger fish, and they in turn attracted the deep-sea angler.

Today there are nearly 2000 offshore oil platforms in the Gulf of

Mexico, and as you might suspect, fishing there has never been better.

We think this says a great deal about our industry's efforts to keep our offshore waters clean and safe for our abundant marine life.

Which just goes to prove that a story that sounds fishy can be true.

**HUMBLE**  
OIL & REFINING COMPANY

# Responsive

... That's Rex. Responsive to many of America's high priority national needs. For Rex has positioned itself to apply advanced technology and production efficiencies gained in more than 75 years of business to provide solutions to today's problems. Rex responsiveness means answers to our acute water pollution control problems... better ways to move

products and materials, ranging from 100,000 pound steel coils to your luggage in air terminals... new, more efficient methods of processing the minerals and building materials so vital to national progress... better construction machinery to help build roads, airports, schools and homes—**Rex is responsive to society's needs. That's part of the Rex record.**



#### **In the Fight Against Water Pollution ...**

For more than half a century, Rex has been involved in treating water and controlling water pollution. Now, new satellite plants to clean combined sewage and runoff water, modular on-site units to reclaim and re-use industrial wastewater, and technological breakthroughs for ever more efficient waste treatment systems are coming from Rex.



#### **To Speed Air-Age Luggage Delivery ...**

New concepts in automated luggage handling systems from Rex speed baggage delivery to and from planes, increasing traveler comfort and convenience. Rex conveying systems also move bulk materials, store, retrieve, and deliver unit quantities via computer control.

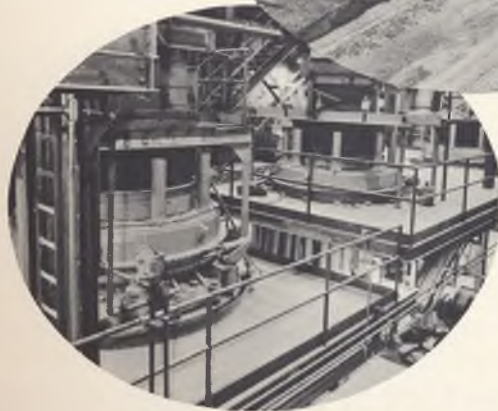


#### **To Help Keep a Nation Moving ...**

Much of the concrete that America rides on starts out riding on Rex, a leader in truck-mounted concrete mixers, road paving equipment, and automated concrete plants. Wherever you see America building, you see Rex.

#### **In Keeping Our Natural Resources Flowing ...**

As the quality of ores in America's mines diminishes, more efficient processing systems are needed to maintain our raw materials output. Rex designs and builds the giant machines that grind, crush, and process valuable minerals from the rocks where they've been locked for ages.



**Rex Chainbelt Inc.  
P.O. Box 2022  
Milwaukee, Wisconsin 53201**

# Are you afraid of growing young?



It's no secret that gray hair makes you look older. And when you look older, you feel older, you may even act older. That's easy enough to remedy; women do it all the time by just coloring out the gray. But most men are afraid that if they color their hair, people will notice, the colors will fade or look unnatural, that men shouldn't do such things.

To alleviate these fears, Clairol Laboratories designed Great Day Concentrate, the second generation of the famous Great Day® for men. It's an improved, easier-to-use product. And here's what you ought to know about it.

#### **Does it look natural?**

Would you use it if it didn't? It looks so natural that not even your best friends could tell the difference. We've already sold literally millions of Great Day kits. To everyone from bankers to baseball

players, from company presidents to dockworkers.

#### **Is it rough on my hair?**

It contains no peroxide or metallic salts, so it doesn't affect the color pigments of your non-gray hair. It works to color your gray hair.

#### **Won't people notice?**

Not unless you color your gray hair all at once. That's why most men prefer to do it gradually, over a period of weeks. There is such a thing as growing young gracefully.

#### **How do I use it?**

Just like a shampoo. Reapply it once every two weeks or so.

#### **How is Great Day Concentrate different from other men's hair coloring products?**

Some products leave a solid mass on the hair that may discolor the hair shaft. But Great Day Concentrate gets inside the hair shaft and colors it from within, like Nature did originally.

#### **Why is Great Day Concentrate specifically for men?**

Men have tougher hair in some areas like the sideburns. Men are out in the sun more than women, men perspire more. And, to be perfectly frank, men don't take care of their hair as well as women do. A man's product has to be designed with these differences in mind.

#### **Where can I get Great Day Concentrate?**

Most drug stores and discount stores have it in the men's toiletries section. Is there any reason to put off using Great Day Concentrate any longer?

Maybe you can't stop getting older. But you don't have to let it go to your head.



**New Great Day Concentrate**  
Suddenly, growing younger is easier than growing older.





# America is running out of ways to hide its garbage.

The only trouble with garbage is the quaint habit we Americans have of hiding it in the ground.

This is bad because:

Land is too valuable to serve as a trash basket.

We're rapidly running out of landfill areas.

And garbage is simply too valuable to be

swept under the carpet.

Contrary to its definition, garbage is *not* "worthless, offensive waste material." More accurately, garbage is a valuable natural resource which can, and should be "mined" and put back into use.

For starters, garbage is almost 7% steel.

Magnetic separators have been developed to pull out all the steel cans, containers, and what-not, so they can be conveniently recycled back to industry.

As a matter of fact, magnetic separators are already recovering more than 2 billion steel cans every year.

Paper, glass and non-ferrous metals are, in many cases, being reclaimed and re-used by industry.

Even the organic remains in garbage can be used, to create energy.

The complete reclamation of all solid waste material is possible, but it will become a reality only through the cooperative efforts of concerned citizens, government agencies, industry, and the National Center for Resource Recovery.

The National Center, of which Continental Can is a member, is the vital link between all industries concerned with solid waste solutions.

It is constantly evaluating and researching new techniques, and it serves as a clearing house for every relevant piece of information on the subject.

You'll see what we mean if you send for the free NCRR Information Kit.

It may even give you some ideas on what you can do to give garbage a better name.

 **Continental**  
Can Company

633 THIRD AVENUE, NEW YORK, NEW YORK 10017

# Pay-Nothing- Per-Mile Rates. At Hertz.

Usually when you rent a car you pay by the mile.

Which is perfectly reasonable for short rentals.

But if you're renting longer and doing lots of driving, those miles can get pretty expensive.

Well, now at most but not all Hertz locations, we have something called Pay-Nothing-Per-Mile Rates. Good for 4 days or more.

So you can drive a Ford Galaxie, Torino or similar sedan all the miles you want without paying a mileage charge.

Just pay for the gas and return the car where you rented it.

The Hertz Pay-Nothing-Per-Mile Rates.

Now you can think about where you want to go. Not how much it costs to get there.

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our batteries power the wheels.**

A top pro's name on his clubs reassures the golfer. So does the name, Exide, on his golf car batteries. They supply up to 40 per cent more running time per charge, than the accepted standard. In toys, the name is Ray-O-Vac Heavy Duty Super-Cell with up to twice the life of ordinary dry cells for just pennies more. □ ESB makes all kinds of batteries plus fire alarm systems, personal safety equipment, many products. Our 77 plants in 18 countries serve more than 100 free-world markets. Annual sales top \$300 million. 71 years of consecutive quarterly dividends. Want to know more about us? Write for our latest report. ESB Incorporated, 5 Penn Center Plaza, Philadelphia, Pennsylvania 19103.

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**ESB INCORPORATED**  
WORLD LEADER IN PACKAGED POWER



# Presidential Score Since 1856

The Republican Party's first Presidential nominating convention was held in 1856 at the Musical Fund Hall in Philadelphia. Since that time our country has had 23 Presidents. Fifteen were Republicans and eight were Democrats.

The first rallies and meetings leading to the development of our Party were spontaneous reactions to the proposed Kansas-Nebraska Act, a bill designed to allow the spread of slavery into territories destined for statehood. Such an extension had been forbidden by both the Missouri Compromise of 1820 and the Compromise of 1850,



and the proposal resulted in a series of indignation meetings in cities and towns all across the land. One such meeting was called in a schoolhouse in Ripon, Wisconsin, in March of 1854 to protest the passage of this bill in the Senate.

As the organizer of that meeting later put it, "We went into the little meeting Whigs, Free Soilers and Democrats. We came out of it Republicans, and we were the first Republicans in the Union."

When the bill was passed by the House on May 22 and signed

by the President on May 30, 1854, there was an even greater public outcry. Senator Stephen A. Douglas, chief architect of the legislation, claimed that he could have easily made the journey from Boston to Illinois by the light of his effigies burning. Perhaps the most notable of the subsequent meetings was the one held in an oak grove at Jackson, Michigan, on July 6, 1854. Adopting the name "Republican," the group which gathered there framed a



platform and nominated a full state ticket.

The Republican Party did not first organize and then bid the people to follow. It was the people who called the Party into existence at meetings small and large across the country. They called it into being simply because there was no existing institution responsive to their needs, no other effective method by which their views could

be expressed. And so they built a new party—the Republican Party—and with it they changed the face of America.

State tickets were elected by the Republicans in Wisconsin and Michigan in the fall of 1854. By 1856, the movement born in the frame schoolhouse in Ripon, Wisconsin, and under the oaks at Jackson, Michigan, was ready to nominate a candidate for Presidential Meeting in Philadelphia, the Republicans chose as their nomin



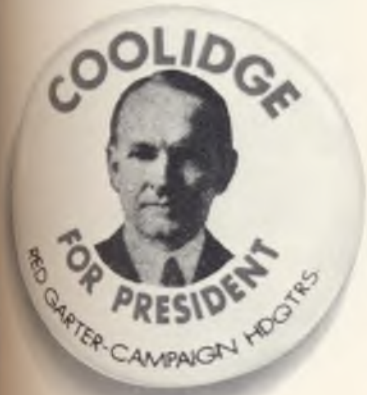
General John Charles Fremont. Fremont, a romantic figure popularly called "The Pathfinder" had been a surveyor, explorer, army officer and United States Senator from California. He ran on a platform which opposed the extension of slavery, favored the immediate admission of Kansas as a free state, called for the construction of a railroad to the Pacific and pledged the Party to return government to the principles of

# Fifteen Republicans, Eight Democrats

Washington and Jefferson.

Although the Party was only two years old, Fremont received 114 electoral votes to 174 for James Buchanan, the successful Democrat, and eight for former President Millard Fillmore, the American Party candidate.

In 1860, the new Party was ready for victory. At its second National Convention, which opened in Chicago's Wigwam, delegates favorable to the nomination of Senator William H. Seward staged a demonstration. Wearing badges and marching four abreast behind a uniformed band, they sang one of the hit tunes of the day, "Oh, Isn't He a Darling?" —



and helped launch a tradition which has since become a major part of the excitement of politics.

The nominee of the Wigwam convention — on the third ballot — was a prairie lawyer named Abraham Lincoln. During the ensuing campaign, Lincoln stayed at home in Springfield, making not a single speech. In the election he received 180 electoral votes and became the nation's first Republican President.

Believing that the future of democratic government throughout the world depended upon the

success of "the great experiment" in America, Lincoln was convinced that the preservation of the union was the essential mission of his Party. After four years of warfare, that mission was accomplished. Lincoln was reelected in 1864, but was killed a few weeks after his second inauguration. Shortly before that tragic event, the Thirteenth Amendment to the Constitution abolishing slavery was submitted to the states.

Andrew Johnson succeeded Lincoln as President. During his term, the Fourteenth and Fifteenth Amendments, which protected Negro rights and forbade the right to vote to be denied "on account of race, color or previous condition of servitude," passed the Republican Congress.



In 1868, the Republican Party nominated General Ulysses S. Grant at its convention in Chicago at Crosby's Opera House. The Republicans used Grant's words, "Let us have peace," as a rallying cry. Grant defeated Democrat Horatio Seymour in the election. In Grant's first term the Justice Department and the Weather Bureau were established. In his second term Grant responded to the Panic of 1873 with policies

which emphasized sound money.

In the 1872 election, all states took part in the voting for the first time since 1860. Grant was reelected with twice as many votes as he had received four years earlier.

Republican Party sentiment was strongly against a third term for Grant in 1876. The sixth Republican National Convention met in Cincinnati in June and nominated Rutherford B. Hayes on the seventh ballot. Hayes defeated Samuel J. Tilden, the Democratic nominee, by one electoral vote in



the election. Hayes ended reconstructionism by withdrawing federal troops from the South, appointing an ex-Confederate to his Cabinet and restoring the vote to Civil War veterans.

Although Grant sought a third term in 1880, the Party's nominee was James A. Garfield. His election also brought the return of Republican control to Congress. Less than four months after his inauguration, Garfield was assassinated. The Chester A. Arthur Administration which followed was responsible for the Pendleton Civil Service Act, which eliminated much graft from the federal appointments system. The Bureau of Labor was also established during this period.

Some Party members were displeased with Arthur's independence, and they turned to James G. Blaine as their nominee in 1884. Blaine might have won the election had it not been for a remark made at a New York meeting held for him by a noted clergyman. "We are Republicans," said the minister, "and don't propose to leave our party and identify ourselves with the party whose antecedents have been rum, Romanism and rebellion."

The meeting was held six days before the election. That evening the streets were covered with handbills displaying the four words. The Democrat and some of the independent Republican press attributed the quotation to Blaine, and his denials never caught up with the falsehood. In the election he lost many Irish votes, and Cleveland carried New York by a



margin of only some 1,000 votes out of more than a million cast. Had he held New York, Blaine would have been elected.

Democratic control was short-lived, however. For in 1888 the nation elected another Republican President, Benjamin Harrison. During Harrison's Administration, the Congress passed the Sherman Antitrust Act and the McKinley Tariff Act. The latter proved unpopular, however, and led to the

reelection of Cleveland in 1892.

The election of 1896 again centered on the sound-money issue. William McKinley was nominated by Republicans and defeated William Jennings Bryan. Following his election, McKinley called a special session of Congress to pass a more popular tariff act. Although an advocate of peace, McKinley could not avert the Spanish-American War of 1898.

Theodore Roosevelt was McKinley's running mate in 1900 and became President following McKinley's assassination in 1901. Roosevelt negotiated treaties leading to the resumption of construction of the Panama Canal. The Department of Commerce and Labor and the Food and Drug Administration were established.

In 1908, Roosevelt supported William Howard Taft as his successor—and the support helped Taft to win both the nomination and



the election. As President, Taft continued prosecution of the monopolies and strongly supported the Sixteenth and Seventeenth Constitutional Amendments, which authorized the federal income tax and provided for the direct election of senators.

Roosevelt soon broke with Taft, however, and sought the Republican nomination for himself in 1912. Progressives urged the nomination of Senator Robert La Follette, but Taft was selected, and Roosevelt ran on the Progressive (Bull Moose) ticket. Division in the Republican Party was partly responsible for the

election of Woodrow Wilson.

By 1918 Republicans had regained control of the Congress, and in 1920 Warren Harding and Calvin Coolidge ran on a Republican platform opposed to the League of Nations, but favoring an international agreement to preserve peace. Harding called the Washington Conference, which concluded seven treaties to help stabilize international relations in the postwar period. Harding died on a fishing trip to Alaska in 1923.

Coolidge reassured the public in the wake of the Teapot Dome scandal and was overwhelmingly reelected in 1924. When Coolidge chose not to run in 1928, the nominee was Herbert Hoover.

Hoover worked hard to solve the economic problems of the depression by establishing the



Reconstruction Finance Corporation and the Home Loan Bank System. He strengthened the Federal Land Banks and the Federal Reserve Board. But Hoover, nevertheless, became the scapegoat of a discontented electorate and lost the 1932 election to Franklin Roosevelt.

Republicans remained the minority party for almost 20 years through a long period of depression through World War II and through

the Korean conflict.

Governor Alfred M. Landon ran on the 1936 Republican platform which condemned the New Deal, but Roosevelt was easily reelected. In 1940, Wendell L. Willkie challenged Roosevelt, but he too was unsuccessful. By 1944, the nation was winning the war, and Roosevelt defeated Thomas E. Dewey.

Dewey failed in his 1948 attempt to defeat Harry S. Truman, who had succeeded Roosevelt. Republicans made strong gains, however, in the 1950 Congressional elections, and Truman announced he would not run again in 1952.

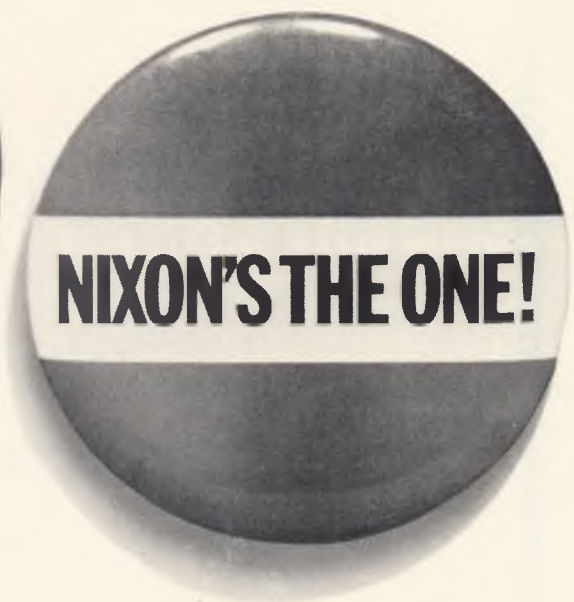
At their Chicago Convention in 1952 the Republicans nominated

General Dwight D. Eisenhower and 39-year-old Senator Richard Nixon. Adlai E. Stevenson, the Democrat's choice, was defeated by the Republican ticket.

Under Eisenhower, the Korean War ended, and the first post-World War II summit meeting was held in Geneva in 1955. The budget was cut by some \$5 billion, and the Department of Health, Education and Welfare and the Small Business Administration were established. Eisenhower again defeated Stevenson by a wide margin in 1956, but the GOP lost a great deal of ground in the 1958 Congressional elections. The Party nominated

Richard Nixon and Henry Cabot Lodge in 1960. Senator John F. Kennedy was elected by the narrowest vote margin in any Presidential election in the twentieth century. When President Kennedy was assassinated in November, 1963, Lyndon Johnson succeeded him.

The Republican nominee in 1964 was Senator Barry Goldwater, who lost to the incumbent. But a powerful Republican resurgence was evident in 1966. President Johnson declined to run in 1968 and the GOP ticket of Richard Nixon and Spiro Agnew defeated Vice President Hubert Humphrey and Senator Edmund Muskie in the November, 1968, election.



# In Memoriam

## **DWIGHT D. EISENHOWER**

1890-1969

President

## **THOMAS E. DEWEY**

1902-1971

Presidential Candidate

## **EVERETT McKINLEY DIRKSEN**

1896-1969

Senate Minority Leader

## **DOROTHY ELSTON KABIS**

1917-1971

President, National Federation  
of Republican Women,  
Treasurer of the United States



Now is the time for all good men and women and new young voters  
to come to the aid of the party.

## Luxurious Caprice. A new kind of family car.

There was a time when an automobile like this was beyond the reach of most families.

A motorcar with exceptionally beautiful upholstery. Sofa-like seats with foam cushioning. Plush carpeting, and other touches of elegance.

### Well equipped.

With all the modern conveniences that make driving easy and pleasant. Like power front disc brakes. Power steering. A Turbo Hydra-matic transmission. Features you expect on a luxury car.

If you, like most Caprice owners, choose a car like this for traveling over big slices of America, the rewards in highway comfort are considerable.

### Quiet.

Caprice has a flow-through power ventilation system, enabling you to bring in outside air without having to

open a window to outside noise. And a double that's not only strong, but quiet, because it has acoustical inner lining.

### Rides beautifully.

We think Caprice rides about as smoothly serenely as any car. For on top of our superb Coil suspension we've added a considerable extra Caprice insulation. In the roof, between back seat and trunk, under the floor, under

You certainly can be justly proud of the of Caprice. Which can also be a comfort. For when your travels take you to elegant places like St. Augustine, you'll be surrounded by some

Extraordinary cars.

Luxurious cars. Cars that anybody would be proud to own. Cars like Caprice.

*Caprice Coupe at the old city gates in the oldest city in America, St. Augustine, Florida.*

*There's so much to see, make sure you're around to see it. Bu*



# Chevrolet. Building a better way to see the U.S.

# Some pressing national problems are finding original solutions at United Aircraft.

Pollution, for one. We've recently launched a new generation of virtually smoke-free, quieter jet engines. The JT9D powers the 747 and the JT8D is used in the DC-9, 727 and 737.

Power stations with our jet engines are a low-pollution way to meet the urgent need for electricity. And our fuel cell powerplant creates electricity directly from gases without combustion—just as it did in space.

Moving people is another problem we've tackled. On the ground our modern, comfortable TurboTrain® can set speed records—without requiring railway electrifica-

tion. And without the high pollution from more automobiles, or the land requirements of more highways.

Our helicopters solve traffic problems by whisking people over them. And someday STOL aircraft with our new, very quiet propulsion system may bring intercity air travel-

ers close to downtown. Already, our new jet engines are helping jetliners move people more efficiently.

And our new coded radar display, using colors, can help air traffic controllers guide our nation's aircraft more efficiently.

Meanwhile, we're moving ahead on other problems.



**United  
Aircraft**

UNITED AIRCRAFT • HAMILTON STANDARD • SIKORSKY AIRCRAFT • NORDEN • UNITED TECHNOLOGY CENTER • UNITED AIRCRAFT RESEARCH LABORATORIES  
TURBO POWER & MARINE SYSTEMS • UNITED AIRCRAFT OF WEST VIRGINIA • UNITED AIRCRAFT OF CANADA LIMITED • UNITED AIRCRAFT INTERNATIONAL

# Equal Right

"While every woman may not want a career outside the home, every woman should have the freedom to choose whatever career she wishes and an equal chance to pursue it." This philosophy, expressed in the President's 1972 State of the Union message, exemplifies the Nixon Administration's constant quest to bring about equal opportunity for women.

The President's leadership in this area is unprecedented. Highlights of his Administration's record in this area include:

- The appointment of more women to top-level policy-making federal positions than ever before in the

nation's history.

- A dramatic increase in middle-management employment for women in the federal government.
- The President's support of the Equal Rights Amendment. This support was restated on March 18, 1972, a few days before the amendment passed the Senate by an overwhelming majority. The amendment has now gone to the states for ratification.
- Support of the Equal Employment Opportunity Act of 1972, empowering the Equal Employment Opportunity Commission to enforce employment rights for women.
- Recommended legislation to expand the function of the Commission of Civil Rights to include jurisdiction in cases based on sex discrimination.
- Issuance and enforcement of Revised Order #4, requiring all

firms doing business with the government to have affirmative action plans for the hiring and promotion of women.

- Filing of charges of discrimination against more than 350 higher-education institutions accused of sex-based discrimination in their hiring practices. In several cases, federal grants to these institutions have been delayed as a result of their failure to meet equal-employment-opportunity standards.

These are just a few ways in which the Administration is leading the way in opening opportunities for women. The federal government has indeed been



**HELEN DELICH BENTLEY**

Chairman, Federal Maritime Commission



**VIRGINIA H. KNAUER**

Director, Office of Consumer Affairs



**ROSE MARY WOODS**

Personal Secretary to the President



**PATRICIA REILLY HITT**

Assistant Secretary of HEW



**JAYNE BAKER SPAIN**

Vice Chairman, United States Civil Service Commission



**MARINA VON NEUMAN WHITMAN**

Member, President's Council of Economic Advisers

# r Women

...ing an important example in  
...is field for the entire nation.

And women such as Helen  
Bentley, Patricia Hitt, Virginia  
Knauer, Jayne Baker Spain,  
Marina Whitman, and Rose Mary  
Woods have demonstrated the  
accuracy of the President's  
conviction that "the nation's many  
highly qualified women represent  
an important reservoir of ability  
and talent that we must draw on to  
a higher degree."

Or, as he also put it, "In this  
era of great challenges and  
potentials, the nation — in the  
private sector as well as in  
government at *all* levels — needs the  
capabilities and brainpower of  
every single American. The full  
and equal participation of women  
is crucial to the strength of our  
country."

Helen Bentley, Chairman of  
the Federal Maritime Commission,  
was the nation's top journalism  
expert on the maritime industry,  
and is the first woman ever  
appointed as chairman of a  
regulatory agency. Patricia Hitt,  
Assistant Secretary for Community  
and Field Services for the  
Department of Health, Education  
and Welfare, has had an impressive  
business career as well as a long  
record of civic leadership. Virginia  
Knauer, President Nixon's  
Special Assistant for Consumer  
Affairs, was active in the field of  
consumerism in her home state of  
Pennsylvania, as well as on the  
national level. Jayne Baker Spain,  
Vice Chairman of the Civil Service  
Commission, came from Litton  
Industries, where she was the first  
woman to serve as the president of

a division of the company. She  
has a special interest in the  
rehabilitation of the handicapped.  
Marina Whitman, the first woman  
ever to serve on the President's  
Council of Economic Advisers, is  
one of the nation's leading scholars  
in the field of international  
economics. She is on leave from  
the University of Pittsburgh, where  
she is a Professor of Economics.  
Rose Mary Woods, Personal  
Secretary to the President, has  
been with him since 1951. The  
*Los Angeles Times* has named her  
as one of its women of the year.

The Nixon Administration  
believes that women have equal  
rights as well as equal  
responsibilities in our great nation.

And it has put that belief into  
action during its first three and  
one-half years.



From left to right: SALLYANNE PAYTON — Associate, Domestic Council, The White House. ETHEL BENT WALSH —  
Commissioner, Equal Employment Opportunity Commission. ELIZABETH HANFORD — Deputy Director, Office of  
Consumer Affairs, The White House. BRIGADIER GENERAL JEANNE M. HOLM — Director, Women's Air Force,  
Department of Defense. GEORGIANA SHELDON — Deputy Director, Office of Civil Defense, Department of the Army,  
Department of Defense. ROSE MARY WOODS — Personal Secretary to the President. VIRGINIA ALLAN — Deputy  
Assistant Secretary for Public Affairs, Department of State. VIRGINIA KNAUER — Special Assistant to the President, Director,  
Office of Consumer Affairs. CAROL KHOSROVI — Assistant Director, Office of Economic Opportunity. HELEN DELICH  
BENTLEY — Chairman, Federal Maritime Commission. PAULA TENNANT — Member, Board of Parole, Department of  
Justice. JAYNE BAKER SPAIN — Vice Chairman, United States Civil Service Commission. BRERETON STURTEVANT —  
Executive-in-Chief, Board of Patent Appeals, United States Patent Office, Department of Commerce. EVELYN EPPLEY —  
Chairman, Board of Contract Appeals, General Services Administration. GLORIA TOOTE — Assistant Director for  
Emergency Action Liaison, ACTION. BARBARA H. FRANKLIN — Staff Assistant to the President.

# Fresh Hopes

Richard Nixon's vision of America is a "free and open American society, one that is true to the ideals of its founders. . . ."

To achieve it, as he stated in his 1972 State of the Union message, we must ensure that each of our citizens has "an equal chance at the starting line and an equal opportunity to go as far and as high as his talents and energies will take him."

The vision is lofty, but, as he has done in so many fields, the President has tried to match promise with performance during his first Administration. The nation has had too much of empty promises.

Nowhere has President Nixon worked harder for concrete achievements than in expanding opportunities for Black Americans.

He has set a record in the number of black appointees to

high-level jobs. The number of executive-level black appointments has increased by 37% in the Nixon Administration while the number of sub-Cabinet level appointments has more than doubled.

And many of these appointments are in programmatic areas where black administrators direct important operations with budgets totaling many millions of dollars. Among the offices now headed by black appointees are the Office of Minority Business Enterprise, the Justice Department's Community Relations Service and the Equal Employment Opportunity Commission.

Significantly, the depth and

spread of black appointees is no longer confined to the Washington area under this Administration. Substantial numbers of black appointees hold all-important federal positions throughout the country.

In the White House itself, the tradition of one black White House staffer has been shattered. In addition to a black Special Assistant to the President, there are now more than 30 blacks in other positions, serving on the Communications staff, the Office of Management and Budget, the Domestic Council and the Special Drug Abuse Program.

For the first time ever a black man also serves as an Assistant Secretary of the Navy, as an Admiral in the Navy, as the Chief Counsel for the Department of Treasury and as a Judge on the Court of Military Appeals. He is also serving for the first time in the vitally important Federal



**CONSTANCE NEWMAN**

Director, VISTA



**ROBERT J. BROWN**

Special Assistant to the President



**Senator Edward Brooke of Massachusetts, was the first black man to speak to 1968 com**

# Black Americans

Communications Commission.

Another advance is the President's appointment of a record number of black ambassadors — eight—including the first black to serve this nation as ambassador to Africa's largest country, Nigeria.

Two of the Department of Housing and Urban Development's Assistant Secretaries are black Presidential appointees. And the President has appointed 16 blacks to judgeships around the country and placed a black on the all-important U.S. Board of Parole.

But President Nixon's concern for equal opportunity for the nation's blacks has gone far beyond this dramatic increase in the number of appointees. He has pressed for equality on the job front in the private sector as well. Goals and timetables have been set for the increased employment of minority workers in the construction industry. Affirmative action by



federal contractors to promote the equal employment of minorities is required by executive order. And the President has supported and signed into law the Equal Employment Opportunities Act of 1972, which strengthens the government's powers against discrimination in employment.

The President has also recognized that equal employment opportunity requires equal educational opportunity. The Equal Employment Opportunities Act, which he proposed to the Congress this year, illustrates this concern for a quality education for all of our citizens. The virtual elimination of the dual school system during



**SAMUEL L. GRAVELY**

Rear Admiral, United States Navy

the past three and a half years also attests to the Administration's commitment in this field.

In addition, the Administration has worked to promote black ownership of businesses. The Office of Minority Business Enterprise has been set up to coordinate federal programs to assist minority business and issue grants and contracts to business-development organizations. Federal funding for minority business programs has also greatly increased, as has federal procurement from minority-owned businesses.

The President's record is one of concrete accomplishment for black Americans—and all Americans. Under his Administration our nation's historic goal of "a free and open American society" is much closer to reality.



**BENJAMIN L. HOOKS**

Member, Federal Communications Commission

# New Opportunities for Span

When President Nixon created the first Cabinet Committee on Opportunities for Spanish-Speaking People, he observed that "many members of this significant minority group have been too long denied genuine equal opportunity."

Those years of neglect and denial have now ended.

In the Nixon Administration the talents and skills of Spanish-speaking Americans have been tapped as never before. The President has appointed 33 Spanish-speaking Americans to executive positions. The previous administration appointed only six, and its predecessor only three.

Key Nixon appointments include:

- Phillip V. Sanchez as Director of the Office of Economic Opportunity.

- Mrs. Romana Banuelos as the 34th Treasurer of the United States. This appointment marks the first time in history that the currency of the United States has been signed with a Spanish surname.

- Henry Ramirez as Chairman of the Cabinet Committee on Opportunities for Spanish-Speaking People.

- Raymond Telles as a member of the Equal Employment Opportunities Commission.

- Carlos Villarreal as Administrator of the Department of Transportation's Urban Mass Transportation Administration, which has a \$1 billion budget.

Another historical first is the President's appointment of Spanish-speaking Americans to the White House staff. Two serve as White House aides: A. F. (Tony) Rodriguez, a Consultant on Spanish-Speaking Affairs, and Carlos Conde, a Staff Assistant to



**HENRY M. RAMIREZ**  
Chairman, Cabinet Committee on Opportunities  
for Spanish-Speaking People



**PHILLIP V. SANCHEZ**  
Director, Office of Economic Opportunity



# Speaking Americans



**MRS. ROMANA BANUELOS**  
Treasurer of the United States



the Director of Communications for the Executive Branch.

In appointing more than five times as many Spanish-speaking Americans to high-level jobs as any other President, President Nixon is not trying to fill an ethnic quota. He is simply using the best talent and highest skills available on the American job market. He is giving the Spanish-speaking Americans the equal employment opportunity they deserve.

His Administration is, moreover, promoting equal opportunity for Spanish-speaking Americans in other important ways. Under programs authorized by the Equal Opportunities Act, \$292 million was spent in 1971 to specifically benefit the Spanish-speaking poor. And the Small Business Administration funds the NEDA (National Economic Development Association) to promote Spanish-speaking business development.

The President has also attacked the problem of the educational handicap imposed by the language barrier, proposing in his Equal Educational Opportunities Act of 1972 that school officials be required to help children of Spanish-speaking background adapt to an English-speaking school system.

In the President's words: "This Administration is determined to speed the day when every member of this group has his fair share of opportunity, and the American system fully benefits from the resourcefulness and traditions of the Spanish-speaking heritage."

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The Silver Martini.  
For people who want a silver lining  
without the cloud.



**Smirnoff Silver**  
Ninety point four proof. Smirnoff leaves you breathless®



# Milliken's new MILSTAR carpet rejuvenates run-down schools.

Recommended by renovation expert after carpet comparison studies.

A low-cost renovation project, featuring MILSTAR carpeting in halls and classrooms, has resulted in "a rebirth" of three schools, says William M. Payne, Superintendent of Schools, Wakulla County, Fla.

"This is a miracle?"

"We've increased the life of these buildings at least ten or fifteen years. This is the best thing we've ever done for the boys and girls. This renovation will raise achievement levels. With a noise coefficient of .45, we just don't have a noise problem with this carpet."

Milliken's MILSTAR Solar Nova carpet was recommended by a noted renovation consultant on the faculty of a large university after extensive comparison

## Why MILSTAR?

A totally new concept in commercial carpeting, MILSTAR is specifically engineered to the needs of public areas:

**Longer Wear.** Fuse-bonded into vinyl plastisol, providing resilience and wear equal to or better than the finest tufted and woven constructions.

**Less Maintenance.** Impermeable soil-barrier back traps dirt on surface, contains liquid spills in pile, makes cleaning easier.

**Permanent Tuft Lock.** Superior to any other cut pile construction.

## Florida sand and sun create carpet proving ground.

Ronald E. Hinson, principal of the largest school, says that the carpet, installed in the summer rainy season before they had a vacuum cleaner, "was allowed to get very dirty, filled with sand before we started. But it looks brand new now." The custodian reports that cleaning time of MILSTAR carpeted floors is one-fourth that of old wood floors.

With pile of 70% solution-dyed Acrilan® acrylic fiber and 30% super light-fast nylon, MILSTAR Solar Nova colors are fade-resistant, thrive in sunlight. With MILSTAR's insulating qualities, air conditioning is more efficient, heating costs are cut, and—as seen above—pupils sat comfortably on the floor until new chairs arrived.



## MILSTAR and the bond issue.

With so many school bond issues being vetoed by taxpayers, renovation with carpet becomes essential. MILSTAR is the *only* carpet that assures *all* the vital performance qualities. As Superintendent Payne sums it up: "After our experience here, I feel that this is the best money we can invest." For complete information on MILSTAR for school projects, call or write Deering Milliken, Inc., Contract Carpet Manager, LaGrange, Ga. 30240. (404) 883-5511.





*Neiman-Marcus* Bal Harbour

Dallas, Ft. Worth, Houston, and, next month, Atlanta

# We Meet to Set New Directions

We gather together in a spirit of strength and unity seldom found in any political party.

As we meet to set new directions, I urge that we take as our example President Nixon, who is leading our country out of the strife of the 1960's at home and abroad. He has replaced hot rhetoric with cool, calm action. He has brought us together across party lines, across generations, even across the oceans, in his quest for world peace.

The Nixon Administration has accomplished much: our economy is growing and healthy, our goal of peace is nearer, and our campuses and our cities are calmer. World-wide respect for America is once again a reality, and, most important

## MRS. ANNE ARMSTRONG

Co-Chairman,  
Republican National Committee

of all, America itself has regained the confidence and vitality that made this nation great.

But there is much to be done. There are many miles to go to complete the task so splendidly begun.

Fortunately, we are well fit for victory. I have never seen our Party so united. We have had sincere disagreements, but we have met on the ground of reality and compromise in the healthy spirit of open dialogue and honesty. All sections of our Party are pulling together as a team that knows it will succeed.

I am tremendously encouraged from what I have seen in working with my special areas of interest — women and youth.

I have found that Republican women are more dedicated than ever, more active than ever, and more determined than ever to see

Republican victories at all levels of American government. New breakthroughs for women have acted as a catalyst to this interest — breakthroughs made possible by the directives of President Nixon. The President's confidence in women has been proven in concrete action rather than rhetoric. He has appointed more women to top-level government positions than any other President in history, he has made equal opportunity a firm policy, he has put the weight of the Presidency behind the proposed Equal-Rights Amendment.

President Nixon's faith in the ability of American women will long be a credit to the Republican Party and an important chapter in the history of equal rights for all.

The greatest addition to the electorate in 1972, America's youth, are led by a Republican President who can proudly stand on a record that shows compassion and action on issues of deepest concern to them. This President did something about draft reform instead of just talking about it; he is pledged to the volunteer army, and he signed the amendment giving the 18-year-olds their rightful voice in government through ballots instead of demonstrations. He is working to make government more responsive and human. He was the first President to move toward improving the quality of life for the future, in which youth has the biggest stake, through his environmental programs.

The composition of our convention here this week proves that we are indeed the Party of the Open Door — the Party that welcomes women, youth, all Americans — and that has its firm foundation in concern for the worth of each and every one of them as individual citizens.

I welcome you to this convention. Here, I am confident, we will renew our spirit and begin our march to victory.



**"President Nixon's faith in the ability of American women will long be a credit to the Republican Party and an important chapter in the history of equal rights for all."**

# TREAT YOURSELF TO A CHEESE BURGER



Division of Kraftco Corporation

# Women's Federation Geared Up for All-Out Effort

Reelecting a Republican President, informing the American voter of the accomplishments of this Republican Administration and producing a trained campaign force 500,000 workers strong—these are the challenges which have been wholeheartedly undertaken in 1972 by the National Federation of Republican Women, the largest women's political volunteer organization in the world.

Founded in 1938 as an educational arm of the Republican Party, the National Federation of Republican Women has become a critical element in our Party's grass-roots strength. We know that by working for Republican candidates we are helping to build a better, stronger America.

This realization has led the Federation to develop into a nationwide organization to recruit, educate and inspire women all across our land—and has thus helped to provide a broad base of support for our Party. We have successfully urged our members to seek out competent and qualified women to run for public office. Many of our clubs are now assisting in the campaigns of women candidates, making contributions of time, money and political expertise. Federation-initiated programs have also resulted in heavy senior-citizen and youth recruitment, two other areas of prime importance to the Republican Party.

Through monthly campaign-oriented technique sheets, through CHALLENGE (the Federation's monthly newsletter) and through other programs and activities, we have encouraged our members to devote countless hours to helping Republican candidates at all levels. Our greatest emphasis in the spring was on early registration, which brought additional votes for November and identified new volunteers, whom we already have

marshaled for the final campaign effort.

Our biggest program during this important year will be "A Day for the President" on October 21. Special chairmen in each state have organized campaign activities in thousands of counties, emphasizing person-to-person, door-to-door contact with American voters. Leading Republican women and many of the women who are members of the Nixon Administra-

We are pointing with pride to the accomplishments which the Nixon Administration has made in national security, in foreign policy, in crime control, in meeting the international drug crisis, in welfare reform, in farm policy, in ecology and in many other fields.

The Republican record is a great record. We are going to do all we can to help the American electorate understand and appreciate what that record means.



**MRS. CONSTANCE  
DEAN ARMITAGE**

President  
National Federation  
of Republican Women

tion will appear at special events throughout the day in all parts of the country. This effort will show the great support of American women for our great President.

We are prepared to win an overwhelming victory for our candidate and to give him a strong Republican Congress to support his programs. We regard this election as the most important election of our lives, and we are prepared to show that in politics there is no manpower like womanpower.

# American Express takes pleasure in exposing the fine restaurants of The Florida Gold Coast.



From out-of-town visitors to the most knowledgeable man about town, the American Express Money Card can be a most revealing source of dining information. Here at home (and wherever you travel) the American Express shield on a restaurant door can be your invitation to a great meal. How's your local dining IQ? Have you tried every restaurant on this list?



(One more revelation. Every establishment that displays the shield will be delighted to furnish you with an application for an American Express Money Card. If you don't already have one, pick up an application today.)

## The Hasta

2665 S.W. 37th Ave., Miami. 445-3636. Favorite of Miamians for many years. Features full Continental and American menu, in a most intimate décor.

## The Bodega Restaurant

9801 South Dixie Hwy., Miami. 665-5912. Built in Spanish décor—very romantic and pretty. Specialty is lobster and prime ribs.

## Jamaica Inn & English Pub

Just south of Crandon Park. 361-5481. Luxurious dining, terrific atmosphere. Prime ribs, steaks, pompano.

## Promenade

301 N.E. Miami Parkway, Miami. 371-6433. On Biscayne Bay, this unique restaurant offers a 360 degree view of Miami and Miami Beach skylines.

## Juanito's Centro Vasco

2235 S.W. 8th Street, Miami. 643-9606. Specializing in seafood, steaks, Spanish style. Cocktails in typical Spanish-Basque tavern.

## Club House

3101 North Interama Blvd., Miami. 945-6761. Bud Dickey's Club House features the ultimate in seafoods and prime meats.

## Luau

1755 79th Street Causeway, Miami Beach. 865-3735. Polynesian cuisine, exotic rum creations, music and exciting Polynesian revue nightly. Dinner from 5 p.m.

## Nick & Arthurs

1600 JFK (79th Street) Causeway. 866-9759. Specializing in prime ribs, steaks, chops and seafood. Nick & Arthurs has been serving Miami and Miami Beach for the last 40 years.

## Embers Restaurant

245 22nd Street, Miami Beach. 538-4345. Prime steaks, succulent ribs, Maine lobster, and other excellently prepared seafood.

## The Forge

432 Arthur Godfrey Rd. (41st St.), Miami Beach. 534-4536. Specializes in steaks, chops, prime ribs. Excellent wine list. Open daily from 6 p.m. to 3 a.m.

## Moonraker

3001 East Oakland Park Blvd., Ft. Lauderdale. 563-1211. Enjoy beef specialties and select seafood items overlooking the Intracoastal Waterway.

## The Captain's Table Restaurant

1775 S.E. 3rd Court, Deerfield Beach. 399-4000. At Cove Yacht Basin, this popular restaurant specializes in catches from the sea.

## New England Oyster House

2870 Sunrise Blvd., Ft. Lauderdale. 565-6311. One of 20 New England Oyster Houses. Freshly caught fare from the sea.

## Mai-Kai

3599 N. Federal Hwy. (U.S. 1), Ft. Lauderdale. 565-6777. Famous rum drinks, Cantonese cuisine. Polynesian revues, exotic gardens.

## The Round Table

1931 E. Hallandale Bch. Blvd., Hallandale. 920-5151. 3100 N. Federal Hwy., Ft. Lauderdale. 564-0541. Tenderloin beefsteak, prime ribs.

## Hotel and motor inn rooms,

Another inside hint for travelers. Get confirmed reservations for hotel and motor inn rooms and rent-a-cars all over the country and the world with one toll-free phone call to Space Bank, a service of American Express Reservations, Inc. at:

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Remember, American Express Space Bank and the Money Card—don't travel without them.

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# Ring Those Bells! Tell the People!

Each of us is obligated to give President Nixon another four years to follow up on the bold initiatives he has already undertaken. With a heavy registration against us, it becomes increasingly necessary to gather up every possible defector from the other side and all those independents who have helped Republicans win so many elections over the years.

But victory will not be simple. It will be achieved only if we apply effectively some of those basic

techniques of successful politics. I can't think of two better examples than the use of communications and the plain old pounding of the pavement so that the uninformed can become aware of the great accomplishments of this Administration.

Twenty-four years ago our party had an excellent candidate for the Presidency, Thomas E. Dewey. For months before election day he was said to be a shoo-in. Several major newspapers and a

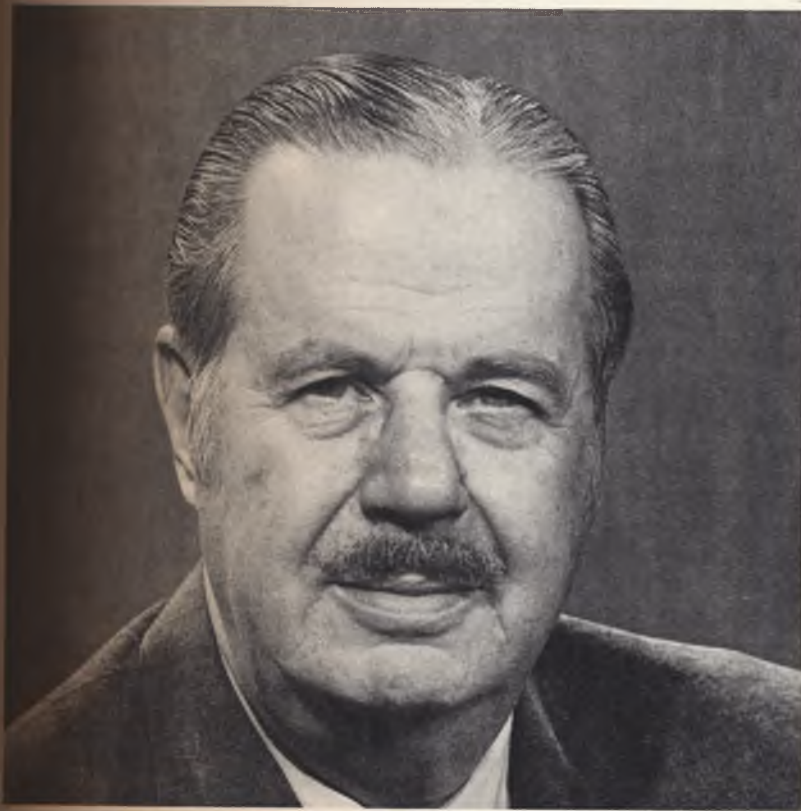
national magazine, in an effort to be ahead of their competition and gambling on the outcome, had stories on the street reporting Dewey had won. Many proclaimed him the winner even as the ballots were being counted. And they all turned out to be wrong.

What does this have to do with this year's election? Simply this: it warns us against a mood of complacency. The historic China and Moscow trips are said to have assured the reelection of President Nixon. But what concerns me is that they don't vote in Peking and in Moscow. Therefore, we had better get out the vote in America: Ring those bells! Tell the people!

Former Attorney General John Mitchell said it well in March of this year when he spoke to Republican workers from across the country. "We should run scared," he declared. He emphasized that while the President has turned the country around through his many accomplishments, it is not enough unless the public is advised of those accomplishments.

President Nixon has led our nation through a historic transition from a wartime economy to a peacetime economy. He inherited a massive inflation, which was created in the credit-card '60s, but he has, nevertheless, managed to cool down a white-hot economy without throwing the nation into depression. As a result, I believe America is today on the verge of an unprecedented period of renewal and regeneration.

This is why it is so important for each one of us at this convention — and those who are not here as well — to work for the reelection of President Nixon and the election of more Republicans to the Congress — so that our party will be able to continue to lead our nation to peace and prosperity.



Senator  
**HUGH SCOTT**  
Pennsylvania  
Senate Minority Leader

**"Each of us is obligated to give President Nixon another four years."**

# You're thinking of people's needs, we're thinking of people's needs.



## **Good housing.**

Westinghouse will complete 4,400 housing units in 1972—our third year as builder.



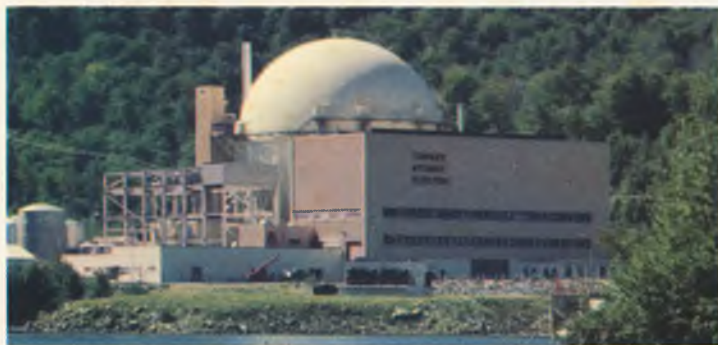
## **Public transportation.**

High-speed rapid transit: new concept offers the world's safest, most reliable commuting. Westinghouse electronics 1) dispatch the trains, 2) operate the trains, 3) control the safety system.



## **Clean water.**

Westinghouse "water factories" like this are cleaning up polluted water from many cities and industrial plants.



## **Power plants that won't mess up the environment.**

Nuclear power: no smoke at all.



You can be sure...if it's Westinghouse

# Truth Will Be Our Greatest Weapon in '72

Welcome to this great Republican National Convention.

Every party that occupies the White House runs on its record. Our record during the last three and a half years has been a great and good one, great in accomplishments and good for the American people. Like the elephant that is the symbol of our Party, let us now trumpet that message across the country. We have plenty to talk about, plenty to be proud of. We have a "brag list" a mile long. Let's use it.

It is a bold and courageous leader who is exhorting us to victory as we enter the 1972 political campaign competition. In Richard Nixon we have a President who has proved himself imaginative and innovative, supple and strong, flexible and fearless, adaptive and able. He has handled both domestic and foreign affairs with a skill that has earned widespread admiration.

President Nixon has turned the nation to new directions that promise us not only peace but prosperity in peacetime. But he needs more men and women on his team. He needs at least 40 more Republicans in the United States House of Representatives to help him improve the quality of life in America, to steer the country on the right course both at home and abroad. This is not an impossible target. Let us remember that in 1966 we scored a net gain of 47 seats in the House. Again this year we have a great opportunity to increase the number of seats we hold in the Congress. We are fielding excellent candidates. What we need now is a campaign that brings

our record and our candidates to the attention of the public.

We have a fighting chance to win the House as we win the Presidency if we tell the Republican story and tell it well. Truth will be our greatest weapon in the 1972 campaign. Our success at the polls will be measured by our success in bringing the truth to the American people.

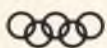
Representative  
**GERALD FORD**  
Michigan  
House Minority Leader



**“The Republican Party is good for this nation and good for the peace of the world.”**

# FAVORITE SONS AND DAUGHTERS... THE U.S. OLYMPIC TEAM

Sears is honored to supply the complete travel and parade wardrobes for America's 1972 Olympic athletes, as selected by the U.S. Olympic Committee and team representatives.



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# Give Congress That New GOP Look It Needs So Badly

Senator  
**PETER DOMINICK**  
Colorado  
Chairman  
National Republican  
Senatorial Committee

For the past three and a half years, Republicans in the Congress have tasted the bitter frustration of operating in the minority, while the leader of our party holds the Presidency. Daily, we have experienced the difficulties of

trying to push Republican ideas and goals through a Congress controlled by the Democrats. Too often we have found our proposals and those of the President amended to death by the majority, either in committee or on the floor.

The coming elections will give us an opportunity to change the distribution of power in the Congress and to give it that new look it needs so badly. If we only win enough victories at the polls, we will finally be able to write into law some of the forward-looking policies which we have been advancing.

The Republican Party, during the last three and a half years, has been a party of action. President Nixon has led the way in offering solutions and solid performance rather than rhetoric and empty promises. In the last three and a half years, we have called upon our allies to assume a fair share of the burden of defending the free world, put forth new commitments to conquering cancer and sickle-cell anemia, strengthened our position in world markets and committed ourselves to returning needed revenue to the states and localities.

Thirty-three Senate seats are being contested this year. We have a good chance to retain those which are now Republican seats and a substantial opportunity to capture some of the 14 Democratic slots. I believe this can be a year of great progress as we work for a Republican majority in the Senate. With your help, we will make it just that.



**"This can be a year of great progress..."**



Shell Oil Company welcomes  
The Delegates to the National Convention  
and invites them to try one of our  
high-quality Gasolines—Shell, Super Shell  
or Non-Leaded Shell of the Future.



Shell products perform.

# ***Needed: More GOP Muscle to Back the President in Congress***



Representative

**BOB WILSON**

California

Chairman

National Republican

Congressional Committee

The first Nixon Administration is one of major achievement. But it has not made all the gains it could have made. The reason was simply because the opposition party in the Congress outnumbered the President's team, blocking many attempts to push through major reforms, playing politics with the nation's needs instead of tackling problems and passing bills that were needed.

We all look forward to a great victory for our President in November. But his victory alone will not be enough. For the goals we outline in our platform at this convention cannot be achieved by the President alone. He must be supported by sufficient Republican muscle in the Congress.

This is where you can help. We need more than a cheering section in this campaign if we are to gain the 40 seats we need to control the House of Representatives. We need active supporters across America who will carry the ball for the Party's candidates for the Congress.

Let us view this election for what it is: A great opportunity to elect a true Nixon team – and thus to help our Party help America.

**“...the opposition party in the Congress outnumbered the President's team, blocking many attempts to push through major reforms...”**



## **American International Group**

*One of America's great insurance groups extends its good wishes  
to one of America's great political parties*



# RGA's Target: Restoring Majority of GOP Governors

Governor  
**WILLIAM G. MILLIKEN**  
of Michigan  
Chairman  
Republican Governors Association

In 1972 we have an opportunity to give a Republican Administration the support it needs all across the land by increasing the number of Republican governors.

At the time of the 1968 Republican National Convention, Republican governors controlled 26 of the 50 statehouses, compared with only 16 in 1964. GOP gubernatorial victories in 1968 boosted the governorship total to 31, and New Jersey and Virginia added two more governorships to the GOP column one year later.

In the ensuing years that majority has been eroded, and the Republican Governors Association can presently claim only 20 statehouses, plus the governors of four Territories: Guam, Puerto Rico, American Samoa and the Virgin Islands. The Territories became voting members of the RGA in 1971.

The task this year is quite evident. Along with the retention of a National Republican Administration, every effort must be exerted to elect Republicans in those 19 states which are holding gubernatorial elections.

Since it was founded nine years ago, the Republican Governors Association has evolved from a simple caucus of governors of the Republican Party to a viable force on the national Republican scene. Much has been learned from recent Republican victories and losses, and these experiences, together with a professional staff, have provided the basis for election programs and projects for gubernatorial elections in 1972.

During the past two years, our main objective has been to raise the visibility of the Republican Governors Association. We have



accomplished this by having Republican governors and staff participate more actively in a variety of Party functions across the country. Presentations on behalf of the Republican governors were made at each of the regional Campaign Seminars conducted by the Republican National Committee during the summer and fall of 1971. The RGA was represented at Regional Party gatherings, and a precedent was set when the Chairman of the RGA addressed the winter meeting of the Republican National Committee in Washington on December 10, 1971.

We believe it is important to maintain this essential dialogue with the Republican National Committee.

The nation's governors are recognized as leaders who are particularly close to the problems and the people of the states. As Republicans have said so often in recent years, the great problems of our time—problems such as racism,

crime, pollution and substandard education—will not be turned off by moving switches in Washington, but rather by the close cooperation of people and government officials closer to home.

Many Republican governors are playing important roles in this convention, and more will be directly involved in the campaign effort which follows. Throughout the last three and a half years, governors have been able to provide a direct link between the Nixon Administration and the people. And, for the first time in many years, governors have also had their voices heard and heeded in the halls of Congress.

Now we want to build further on these successes. That is why the Republican Governors Association is committed to work effectively with other GOP groups in achieving a total Republican victory in 1972.

A SURE SIGN



THAT YOU'RE  
GETTING  
THE BEST COVERAGE  
OF THE 1972  
POLITICAL SCENE



**ABC**  
One of America's

# Republican Party With Nixon's Leadership Best for America

Politics is not an end in itself but a means by which we can build a better America. I believe firmly that the Republican Party is the best vehicle for achieving that goal. Why? Because the philosophy of our party is so well suited to the times in which we live. This convention is an appropriate time for us to reflect again on that philosophy.

The Republican Party is the party that believes in peace through better understanding and in peace through strength.

The Republican Party believes in achievement through hard work; in action rather than rhetoric; in performance rather than promise.

The Republican Party believes in equality of opportunity and above all in the basic dignity of the individual.

The Republican Party believes that those individuals who are closest to the problems can best determine priorities and develop the most effective solutions to those problems.

The Republican Party believes in partnership between government and the private sector. It believes that government exists to create an atmosphere where individuals have the opportunity to play a major role in bringing about a better life for all Americans.

We have a great President; but let us remember that he is a great Republican President, a President whose policies and performance have been consistent with our Republican philosophy.

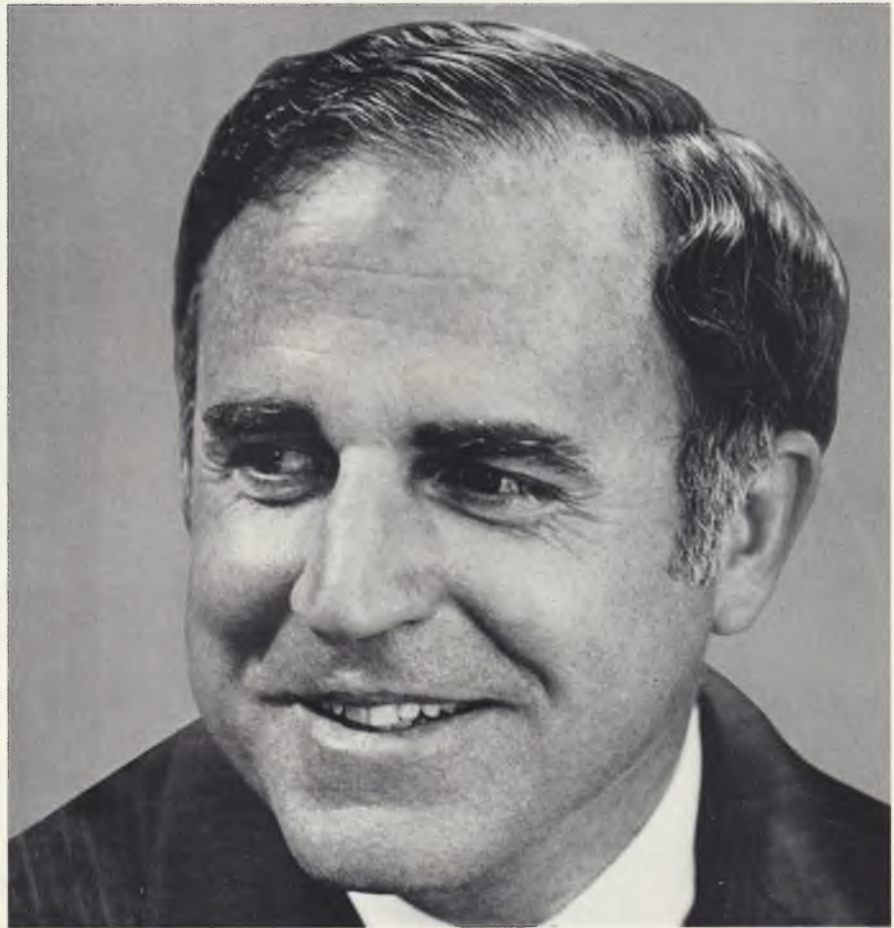
The Nixon Administration has achieved a brilliant record of accomplishment. There is tremendous support for this record all across America; but unless we translate that support into votes on November 7, we will not realize the

victory we all desire.

Television commercials, campaign literature, platforms, fund raising, star-studded rallies — all these are important factors in our vote-getting efforts. But even more important is the tough, unglamorous job of making sure that Republicans and others who support our candidates are registered, that they

vote, and that their votes are counted.

America is a better place to live today because of the leadership of President Richard Nixon. This nation cannot afford the alternatives offered by the Democratic leadership. Each of us must now do all we can to ensure the reelection of the President and four more years of sound Republican direction.



**THOMAS B. EVANS, JR.**  
Co-Chairman  
Republican National Committee

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Kool, 18 mg. "tar", 1.4 mg. nicotine; Viceroy 17 mg. "tar", 1.2 mg. nicotine; Raleigh, 17 mg. "tar", 1.2 mg. nicotine; Belair, 17 mg. "tar", 1.3 mg. nicotine av. per cigarette, FTC Report Aug. '71.

# YRs Pressing Registration Campaign

The Young Republican National Federation has concentrated on three major fields during the last year: registration, membership and fund raising.

The registration efforts have been directed toward the 18,000,000 voters who are not in college. Many of these 18 to 24-year-olds have been identified, canvassed and encouraged to register as Republicans. Each new registrant was invited to become active in a local, state or national campaign, and many were recruited as new members of the Young Republicans. The registration drive has been conducted by YRs on a city and county level with guidance from the state YR registration chairmen.

In order to carry out an effective registration drive, each YR club needed to increase its own corps of available manpower. This was the main purpose of the two-part national membership drive this year. Part I began last January and was terminated March 1, when awards were presented to the states that recruited the most new members. Part II ran from mid-

March to just before the convention opened. The result has been a near doubling of the total YRNF membership.

Fund-raising efforts are also being conducted by the YRNF in order to relieve some of the financial burden from the Republi-

can National Committee and to allow YRs to play a more active role in the national campaign.

Don Sundquist of Minnesota is entering his second year as Chairman of the YRNF. Mrs. Donna Reddick of California is YRNF Co-Chairman.



**DON  
SUNDQUIST**  
Chairman  
Young Republican  
National Federation



**MRS. DONNA  
REDDICK**  
Co-Chairman

# This is our 27th.

Valvoline lubricants have been around for 27 Republican National Conventions. Since 1866—merely one year after the tragic assassination of our country's beloved Abraham Lincoln.

That was long before the automobile. Yet Valvoline was already earning its reputation as a revolutionary new lubricant from petroleum. Earning its name by freeing up tallow-stuck valves of steam engines.

For 106 years Valvoline has been synonymous with highest quality—the world's first and the world's finest motor oil. Today it is sold around the world to discriminating car owners.

Ask for Valvoline! The motor oil for the man who really cares about his car.



**VALVOLINE OIL COMPANY**



Division of Ashland Oil, Inc.  
Ashland, Kentucky

# College Republicans Concentrate on New Voters

College students this year represent more than 6 million voters. The College Republican National Committee is organizing students on more than 1,000 campuses to win for the GOP the largest possible share of this youth vote. Since its elevation to independent status as a party auxiliary last year, the CRNC has moved on three fronts to prepare for the fall campaign.

On the organization level, College Republican National Committee mails weekly memorandums to campus clubs on suggested activities, methods of organization and the latest activities of the Democrats. Training schools and seminars held in all parts of the country also help to build the nuts-and-bolts background of the party's

future leaders.

The communications function is primarily filled by the Washington Campus News Service, now in its second year of operation. Mailed weekly to more than 3,200 campus newspapers, radio stations and key individuals. WCNS tries to reach the academic community with the Republican record.

In addition, the CRNC has prepared several items to help local clubs attract new voters to the GOP. One half million pieces of literature were distributed in the last year. Easily reproducible hard cards are available from CRNC that explain voter-registration information. Another brochure describes the work of the DO Committee in party reform. A directory helps clubs choose speakers. Thousands of posters, buttons and bumper strips have

also been made available to clubs and senior party organizations.

Voter registration is the most important function of the CRNC, which is cooperating in the Republican National Committee effort, TARGET '72. Drawing on the energies of 150,000 College Republicans in all the states, the GOP can expect to do well in registering its share of new collegiate voters.

The current CRNC chairman is Joe Abate of New Jersey, who finished law school last year at New York University. Co-Chairman Lynn Erickson from Pennsylvania will begin her third year of law school this fall at Catholic University in Washington, D.C.



**JOE ABATE**

Chairman

College Republican National Committee



**LYNN ERICKSON**

Co-Chairman

Good Citizenship is Everybody's Business.  
We Salute the Convention.

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# Voluntary Giving: Key to Strong Two-Party System

The American two-party political system will need the support and generous giving of a broad segment of the American people if it is to remain truly effective, capable of presenting clearly its position on the issues and

National Finance Committee to raise from 60 to 80 percent of its total annual income through hundreds of thousands of contributions in amounts less than \$100. As fund raisers, we are deeply indebted to each and every one of our financial supporters, for they have given to the Republican Party:

- the greatest broad-based citizen source of political funding in the history of our country,
- a stability in fund-raising programs which can never be matched by larger contributions from a few individuals,
- a reservoir of informed and participating citizens who have joined our effort and have been kept up to date as a part of our team on the activities, public-issue positions and on the work of the individuals who guide and lead our party and nation,
- the fact that we have been able to practice fiscal responsibility and are able to come to this convention as a party of debt-free status,
- the knowledge that our 1972 campaign to reelect President Nixon will be supported by more individual financial gifts than any prior election in history.

The preservation of a free and voluntary system of political giving will be best protected by a national Republican victory in November. But coupled with this victory must come a dedication within our two-party organizations to engender hundreds of thousands, possibly millions, of individual contributors to support our future campaigns.

Only with determination and hard work can we keep our voluntary system of political giving and participation.

Won't you join in this vital effort?



**JEREMIAH MILBANK, JR.**

Chairman  
Republican National  
Finance Committee

problems of our times and to project its candidates as real people to the entire electorate.

Voluntary, broad-based giving creates among the givers a far greater sense of participation and degree of interest in our political system, and, therefore, it helps to enhance the strength and vitality of that system. It would be a real tragedy to lose all this through legislation to substitute for it the use of tax money.

During the past decade, it has been possible for the Republican

*The present is the ever moving shadow  
that divides yesterday from tomorrow.*

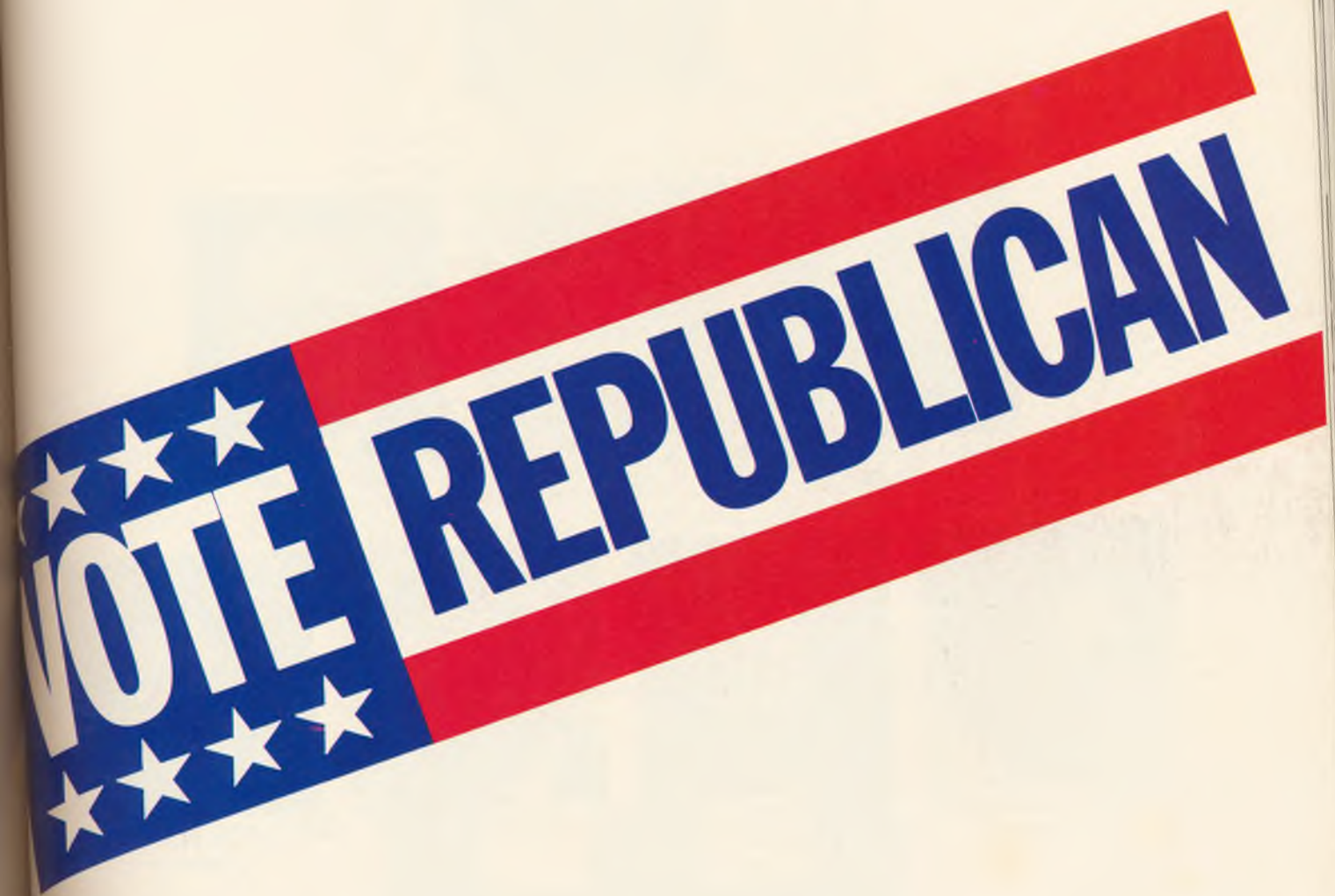
*Frank Lloyd Wright*



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# Republican National Committee 1972



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**THOMAS B. EVANS, JR.**  
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And has for over ninety-five years.

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Winston-Salem, N. C.

VANTAGE Filter: 12 mg. "tar", 0.8 mg. nicotine—DORAL Filter: 14 mg. "tar", 0.9 mg. nicotine—SALEM King: 19 mg. "tar", 1.3 mg. nicotine—WINSTON King: 19 mg. "tar", 1.3 mg. nicotine—CAMEL Regular: 2.5 mg. "tar", 1.5 mg. nicotine—av. per cigarette, FTC Report Aug. 71.

# PPG WANTS YOU TO KNOW SOME FACTS ABOUT NON-GLASS EYEGLASSES.



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more into them so our customers get more out of them. **PPG: a Concern for the Future**

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Wyoming

In addition to the officers of the National Committee, Don Sundquist, Chairman of the Young Republican National Federation, and Mrs. Norman C. Armitage, President of the National Federation of Republican Women, are ex officio members of the Executive Committee.



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# Republican National Committee Plays Vital Election Role

The Republican National Committee has functioned on a year-round basis since its organization in 1856. Over the years the Committee has steadily expanded its effectiveness, and 1972 finds it playing a vital and significant role in the reelection of President Nixon and the success of Republican candidates all over America.

The Committee's makeup has changed several times in the 116 years of its existence. Initially only one member was chosen from each state and territory. From 1924 until 1952 the representation was increased to include a National Committeeman and Woman from each state, the District of Columbia and the Territories. Current rules include each Republican State Chairman, except for the Territories and the District of Columbia.

One of the major projects among the 56 separate activities at the Committee is organization of the quadrennial National Convention, work for which begins far in advance of the event itself.

The Chairman of the Republican National Committee — and the man who calls the convention to order — is Senator Bob Dole of Kansas. As RNC Chairman, Dole serves as the chief spokesman for the Republican Party.

There are two Co-Chairmen at the National Committee — Mrs. Anne Armstrong of Texas and Thomas B. Evans, Jr., of Delaware.

Mrs. Armstrong is Co-Chairman for Women's Activities and Special Projects and also serves as an attractive and effective spokesman for the Party and Administration.

Evans is Co-Chairman for Administration and Organization. As the Chief Executive Officer of the Republican National Committee, he is responsible for establishing priorities, allocating resources and coordinating the several divisions of the Committee.

Three Deputy Chairmen head major operational divisions of the Committee: Barry Mountain for Administration, Tom Wilck for Communications, and Ed DeBolt for Research and Political Organization. These chairmen are in turn supported by a hardworking and dedicated team of employees at the Eisenhower Center.

The RNC team agrees with Chairman Dole when he says:

"It is our job to ensure that this Administration has a chance to complete the work that it has begun. This Administration has worked hard to shake the legacy of failure and despair, of war abroad and violence at home, that eight years of Democrat misgovernment and maladministration gave us. We must work together and we must work hard, as hard as our energies will allow, in the tough campaign ahead... to make certain that 1972 will end as it has so well begun — as a Republican year."

## ADMINISTRATIVE

The Administrative Division, under the supervision of Deputy Chairman Barry Mountain, provides the support services necessary for the ongoing operation of the Committee. It has taken the initiative in bringing new management techniques and greater accountability to the Committee's operations.

In 1971, following the restructuring of the National Committee, all programs were evaluated and priorities established. Heavy emphasis was placed on those programs directly related to reelecting the President and building the Republican Party. Through stringent internal controls, it was possible to close the year within budget and with all past obligations retired.

This year the Administrative Division has computerized all accounting services, established a section to handle correspondence

that runs to thousands of letters a week and increased printing and mailing capabilities. This Division renders around-the-clock, basic-support services to the Committee for the Reelection of the President, while meeting the diversified requirements of the Republican National Committee.

## COMMUNICATIONS

The Communications Division, headed by Deputy Chairman Tom Wilck, implements the belief that the American people must be told about the outstanding record of the Nixon Administration, particularly in the context of the negative record of our opposition.

Working with Chairman Dole, the White House and the Committee for the Reelection of the President, the Communications Division has established rapport with the news media in Washington and around the country. Speeches, news releases and mailings of favorable materials constitute a major part of the Communications role.

MONDAY, the Republican weekly publication, has increased its circulation from 18,000 to over 110,000 and is still growing. Similarly, the circulation of FIRST MONDAY, the monthly Republican

**Top (right): Barry Mountain, Deputy Chairman for Administration**

**Top (left): Ed DeBolt, Deputy Chairman for Political/Research Division**

**Bottom: Tom Wilck (left), Deputy Chairman for Communications, Meets With Co-Chairman Thomas B. Evans, Jr.**





magazine, now exceeds 275,000 subscribers and media contacts each month.

Both publications go to all elected Republican officials, local Party officials and a growing number of key men and women in the media. As MONDAY's circulation has grown, so has its impact. It has become the most widely read and most often quoted publication of its kind in the country.

The story of the Nixon Administration also reaches Republicans through "impact" pamphlets, which review the President's programs and proposals in short and readable summaries. Currently 17 subjects are presented through this medium.

In addition to these pamphlets, the Division has introduced a pocket-sized set of easy reference cards on the accomplishments of the Administration. The cards are designed to put a wealth of information in the hands of Republican Party workers, enabling them to speak authoritatively and factually in their advocacy of Republicanism.

The Communications Division also provides support for the rest of the Republican National Committee in the form of graphics, art work and editorial aid. The Division assists the Committee for the Reelection of the President and the White House in distribution of materials.

#### **POLITICAL/RESEARCH DIVISION**

The Political Division under the leadership of Deputy Chairman Ed DeBolt is working to broaden the GOP's base and to increase its membership—both to insure the reelection of the President and the entire Republican ticket and to achieve majority status as a political

**Top: John Lofton,  
Editor of Monday**

**Center: Ed Sexton,  
head of the Black  
Political Division**

**Bottom: Bill Armstrong  
of the Communications  
Division**

party in the United States. Because the traditional role of the state and local Party organizations has been to mobilize the volunteers necessary to win elections for our candidates, the Political Division's number-one responsibility is to assist in building and strengthening the Republican Party organization. There is absolutely no substitute for the grass-roots work of registering, turning out and protecting every Republican vote. This precinct work is the most essential element to winning.

The Political Division's 10-year Party-development program, MISSION 70's, is now being utilized in some form by Party organizations in almost all of the 50 states. In addition, the RNC has developed TARGET '72, a special program to register favorable voters, to insure that they actually cast their vote and to see that their votes are not nullified by fraud or error. The TARGET '72 concept enjoys the wholehearted endorsement of all key Republican leaders.

Local Party leaders across the country have run early registration drives in their areas. In addition, the field-operations staff has been working throughout the nation setting up registration programs and making plans for ballot security and absentee-vote drives as well as Election Day voter turnout programs.

In conjunction with the TARGET '72 thrust, the Political Division's Office of Education and Training has developed a comprehensive, self-contained program for local Campaign Management Seminars. These packaged training courses contain complete information on the latest techniques of utilizing Party auxiliaries, conducting research and building precinct organizations. Seminars are being held all across the country utilizing this material.

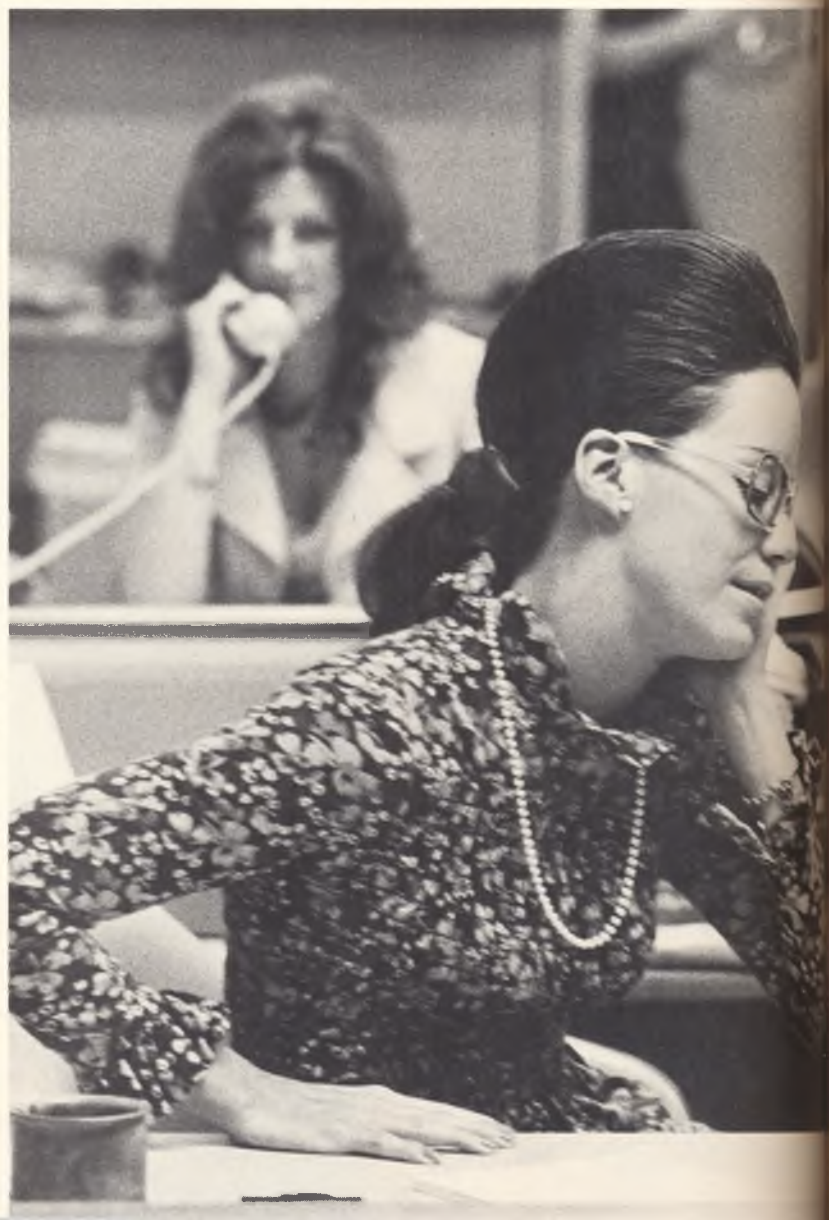
The Republican National



**Top: Lu Ulloa  
of the Women's Division**

**Center: Phil Reberger,  
Executive Assistant for the  
Political Division**

**Bottom: RNC staffer  
Brigid Shanley**





Committee is also called on by the White House, Cabinet officers, members of the Senate and House and the Party leadership for briefings prior to visits to the various states. These briefings include information on campaigns, issues and political demographic statistics.

During the past year the Research Division, a part of the Political Division, published over 25 fact sheets and background reports on the accomplishments of the Nixon Administration. A weekly poll report is prepared on major relevant political surveys. The Opposition Research Program has been expanded to increase the Committee's capability to provide in-depth intelligence on the Democrat Party and its candidates.

The automated microfilm retrieval system, containing more than 325,000 documents, is the backbone of the Research Division. This system and the Computer Services Department provide the Republican National Committee with the tools needed to meet the informational requirements of the Party.

### **SPECIAL VOTER GROUPS**

Another very important aspect of the Republican National Committee program involves the Special Voter Groups, which report directly to the Co-Chairman for Administration and Organization.

#### *Black Political Division:*

Historically, the Republican Party has recognized the contribution of black Americans and continues to develop programs to increase their support. Ed Sexton, who heads the Division, is responsible for communicating the achievements of the Nixon Administration that

have a special impact for black Americans.

A Black Manual has been published for the use of local Party organizations, and the Black Press Review has been published for the Nixon Administration and department heads. The first two parts of "The Civil Rights Accomplishments of the Nixon Administration," distributed in 1971, will be followed by a third part this year.

Although the analysis of the 1971 returns has shown a gain in the black vote for Republican candidates, a significant effort is under way to increase the percentage of black votes for the reelection of President Nixon.

*Heritage Groups (Nationalities Division):* Directed by Laszlo Pasztor, this section seeks to broaden the base of the Republican Party by making the many nationality groups of the United States integral elements of the Party. To achieve that goal, the Division offers a variety of services to State Central Committees, Republican candidates and to the nationality groups themselves. To keep nationality groups aware of what the Administration is doing in areas that affect them, the Division issues news releases and position papers, and the *GOP Nationalities News*.

The Division sponsors nationwide conferences to bring heritage Republican leaders together with Administration officials. The 1972 campaign will see highly organized efforts in volunteer enlistment drives, voter registration, initiation of the Citizens-by-Choice Program and in recruiting non-Republican Nixon supporters for the Party.

*Senior Citizens:* During 1971 and 1972, this Division, headed by Bernard Van Rensselaer, provided information on the problems of the aging to members of Congress, State Central Committees and members of the National Committee.

The Division was instrumental in obtaining increases in appropriations for the aging and took great pride in the President's appearance at a joint meeting of the American Association of Retired Persons and National Retired Teachers Association in Chicago, in June 1971.

The Director of the Senior Citizens Division has served, and continues to serve, in an advisory capacity to members of the White House staff and the White House Conference on Aging.

*Women's Division:* Another important aspect of the Republican National Committee operations is the Women's Division, ably directed by Co-Chairman Anne Armstrong. The Division publishes a monthly newsletter for key Republican women and Nixon supporters throughout America, has designed and distributed nuts-and-bolts political materials and obtained scholarships to send first voters to campaign management seminars. "Women in Public Service" is a non-partisan reference work which has won high praise from many quarters.

In addition to these activities, the Women's Division organized the Republican Leadership Conference and four regional women's meetings this spring. Anne Armstrong maintains a demanding schedule of travel and speech making.

*A Special Programs Division:* Anne Armstrong also heads the Special Programs Division, charged with coordinating the development and implementation of GOP programs to win the support of young voters. Demographic, attitudinal and electoral research has been initiated to better understand this new voting group and its potential impact upon the 1972 elections.

The "Friends of Richard Nixon" program was inaugurated last December to inform, motivate and train young state officials as spokesmen for the President and Party.

Also essential to a smooth-running Party operation are the Committee's efforts to see that loyal and hardworking Republicans receive the recognition they deserve.

### **CONVENTION**

Finally, there is the Convention Division, headed by Miss Josephine Good. We can all thank this Division for its tireless work in helping the convention committees and the National Committee.

**Top: Laszlo Pasztor,  
Director of the  
Nationalities Division**

**Bottom (left): Bill Fleishell,  
Art Director**

**Bottom (right): RNC  
staffers Mary Jane Nelson  
(foreground) and  
Pamela Young**

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# Floridians Delighted to Host Republicans

Fellow Republicans, welcome to Miami Beach and the 1972 Republican National Convention. The people of Miami Beach and the State of Florida are delighted to be hosts for this meeting and they hope that for each and every delegate, alternate and guest the

experience will be a rewarding one.

Four years ago, we gathered here in this same great city to select our Presidential and Vice Presidential candidates and to adopt a Party platform. Those efforts were rewarded by a victory that fall. The promises made in 1968 have been fulfilled in the programs of the last three and a half years. Now, it is again up to us to decide how best to build upon the Republican record of honorably rescuing the nation from war, while at the same time promoting peace and prosperity at home.

I am sure that each of you realizes the magnitude of the job ahead or you would not be here. Both in Congress and on the voter-registration rolls, we are presently outnumbered. What we lack in numbers and organizational backing must be overcome by selecting the best possible candidates, by adopting the most reasonable platform, by making people aware of the GOP record of accomplishment and by getting out and working harder for the candidates and programs we endorse here at this convention.

These thoughts, I am sure, are foremost in your minds as they are in my mind. On behalf of the people of Florida let me say how glad we are that you have come to Miami Beach for your deliberations. I hope your stay will be a most enjoyable one and that you will see fit to come back and visit us again in the near future.



Senator  
**EDWARD W. GURNEY**  
Florida

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As Mayor of Miami Beach, and on behalf of our City Council and entire citizenry, I am delighted to welcome each and every one of you to our city for the 1972 Republican National Convention.

We are honored that Miami Beach is once again the site of this great meeting . . . and you may be sure that no effort has been spared to insure its success.

We can say with justifiable pride that Miami Beach offers the finest convention facilities and accommodations in the world. These, combined with our internationally acclaimed resort attractions, provide a setting which I am certain will please every delegate and visitor.

We hope that your visit here will be most productive and pleasant and that your convention schedule will permit you some leisure time to enjoy our beautiful beaches and incomparable recreational facilities.

All Miami Beach joins me in the wish that the 1972 Republican National Convention will be the greatest in history . . . and that we will be privileged to host this distinguished assemblage again in future years.



**CHUCK HALL**  
Mayor of Miami Beach



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## Shavers don't get dull. Blades get dull. Remington blades are replaceable.

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Not if your shaver is our shaver. All you replace is the blades. Takes a few seconds every six months or so.

Our newest shaver gives you blades that are super-sharp, so you get a close, comfortable shave; because they're replaceable, we can make them about four times as sharp as our permanent blades were.

We also gave this shaver a new slanted design that's convenient to use, and our Hideaway™ trimmer because we thought it should have everything.

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On behalf of the Republican  
Party of Florida, I wish you a most  
enjoyable stay in the Sunshine

State. I assure you we will do  
everything possible to make the  
1972 Convention just as successful  
as the one held here in 1968.

May you enjoy our sun, sand

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you can leave Florida rested and  
refreshed and prepared to work  
diligently for the reelection of  
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*“... Let us at all times remember that all  
American citizens are brothers of a  
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*Abraham Lincoln*

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Some airline started telling you that their meals were better than the next guy's and the next guy retaliated by putting little things like woolen footwarmers on his planes.

And before you could turn around every airline (and we weren't innocent) started adding frills of one sort or another.

And while it's nice to be inundated with a lot of little frills, frills (and meals and movies for that matter) are not what airline service is all about.

And you'll be shortchanging yourself if you choose an airline on that basis.

Especially if you're flying somewhere on vacation. And most definitely if you're flying abroad on vacation.

## **What matters is getting help planning your trip.**

If you want to get the most out of the time you have and the money you have, then you'll be doing yourself a favor by figuring out, before you go abroad, exactly what you're going to do and see.

There are more than 7,000 Pan Am® travel agents across the country who can help you do just that. Whether it be a week in Europe, a once-in-a-lifetime round-the-world vacation, or one of our

many tours. (Having invented the air tour back in 1935 we naturally offer a wider range today than anyone else.) In addition, there are more than 50 Pan Am offices in the United States where we have information on everything from what to wear, where, to how much to tip waiters and cabdrivers in Pago Pago.

## **What matters is getting help once you're there.**

No matter how well you plan, things tend to crop up as you travel.

You may want to change your itinerary. Or you may run short of cash. Or you may need explicit directions for getting somewhere.

Well, that's what our offices abroad are there for. If you're a Pan Am ticket holder you can get your personal check cashed in an emergency. You can change hotel reservations. We'll give you city maps in English so you can find your way around. We'll even tell you about places to go the guide books haven't heard of yet.

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When you fly with Pan Am you're flying on the airline that opened more of the world to air travel than all other airlines combined.

We were the first airline to fly the Atlantic, the Pacific, to South America, and around the world.

We've been carrying and caring for overseas passengers longer than most airlines have existed.

If you're wondering how well we live up to our promises: last year over 3 million Pan Am passengers were people who had flown with us before.

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Whether you're looking for the kind of modest snack shown here, or something fancy, remember that Marriott Hotels were founded by restaurateurs.

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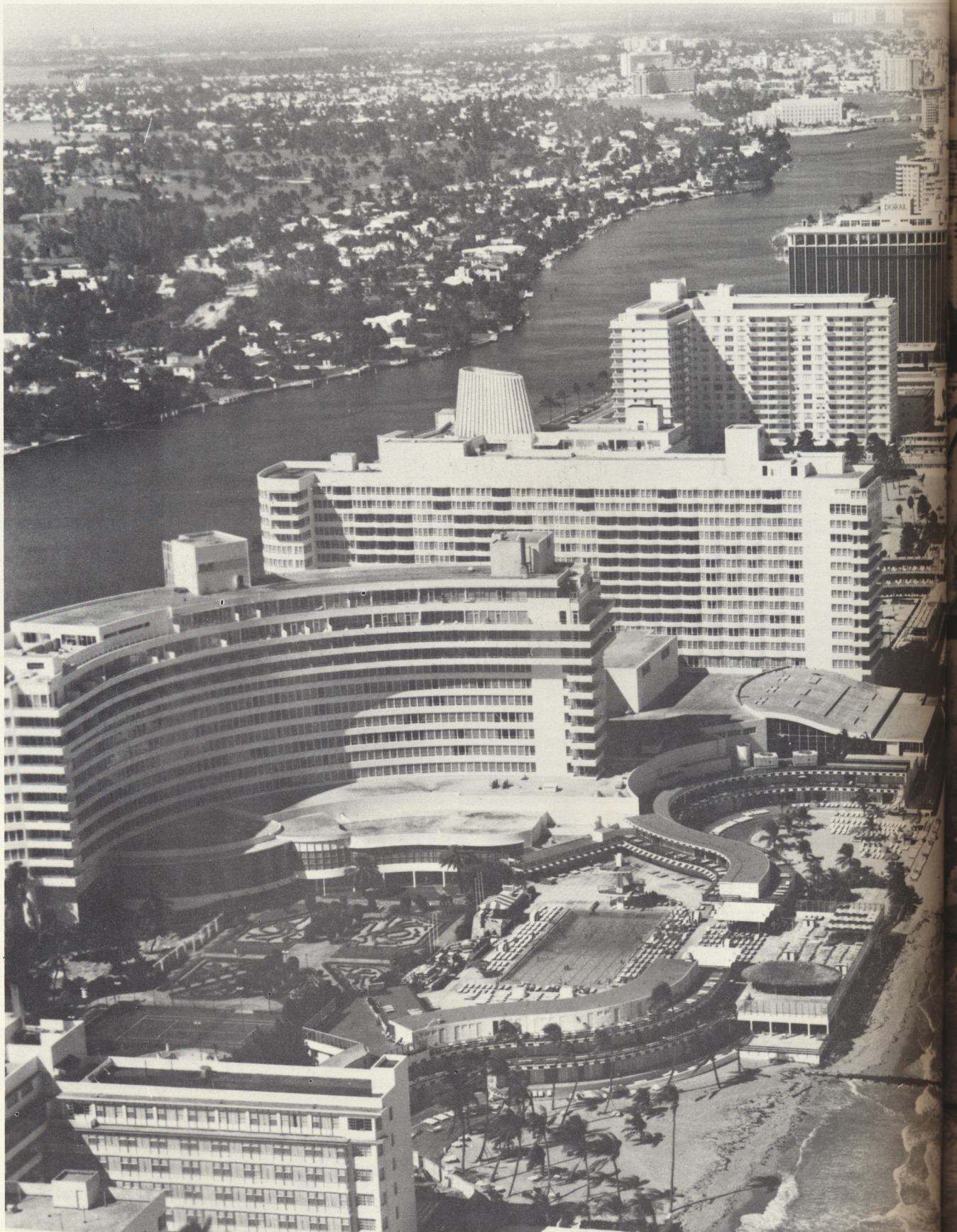
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Calif. '74 / Pittsburgh '72 / Toronto '74

# Glamorous Miami Beach Was



# Once Scrubland and Swamp

You wouldn't know it now, but glamorous Miami Beach was created from swampland into the glistening city of water, sand and hotels whose main purpose is the care and entertainment of 3½ million annual visitors.

Three-quarters of a century ago, Miami Beach was mangrove swamp and palmetto scrubland. It was not incorporated until 1915. A land boom in the 1920's and changing life-styles after World War II made it the oceanside playground it is today.

With the end of World War II, the demand for holiday accommodations in Miami Beach soared beyond the city's capacity. More than 50 hotels were constructed in a 10-year period.

Miami Beach also became a year-round resort in the era. Thanks to the new air-conditioning industry, hotels could and did house guests in comfort all summer. Outside, prevailing ocean breezes kept temperatures well below the maximums experienced in many areas far to the north. Hotels that once closed April 1 to reopen in December now offer bargain rates and attract close to full houses in July and August.

The present Miami Beach permanent population is estimated at more than 87,000. The city has 376 hotels and 3,000 apartment buildings.

Miami Beach is hosting its second Republican Convention. Republicans also met here in 1968. In the early days of Miami Beach, President Warren G. Harding came here in January, 1921, for his post-election, pre-inauguration vacation. The Republican President-elect and most of his cabinet-designate had made a leisurely trip to Miami Beach by floating down Florida's inland waterways on a houseboat with stops along the way to play golf.

As a publicity stunt, an elephant, the party symbol of the GOP, carried the luggage of the new Republican chief executive when Harding reached his Miami Beach hotel.

For 400 years the islands that compose Miami Beach were in the midst of, but untouched by, a turbulent history of Indian wars, pirates and wrecked Spanish treasure ships. In this period the war bonnets of the Tequestas, the Seminoles and the flags of Spain, England, the Confederacy and the United States ruled the wilderness that was Southeast Florida.

Save for a mission established in 1567 probably at the mouth of the Miami River across Biscayne Bay from Miami Beach, the Spaniards did not settle here. The mission itself survived but a year or two.

## Miami Beach today

Early in the nineteenth century a few hardy settlers hacked cabin sites out of the jungle along Miami River.

But the low, coastal barrier islands of Miami Beach remained, for decades more, mainly as they were — temporary camping spots for Indians on fishing trips, then for whites over from the mainland for fishing and swimming.

In 1868 a man named Henry Lum saw Miami Beach from the deck of a schooner. Lum had been born in New Jersey. He followed the gold rush to California without

much success and started back east by way of Florida. He sighted a few coconut trees here, the result, no doubt, of nuts brought from the Caribbean by the Gulf Stream.

Coconut meant copra and possible riches. Lum continued on to New Jersey after a brief stop, to return 12 years later with Elnathari T. Field and Ezra Osborn and a bankroll. The three men bought most of what is now the Florida "Gold Coast" for 35 cents an acre. By 1890 they had planted 334,000 coconuts from a

scene. His ideas were different. A respected horticulturist in his native New Jersey, Collins involved himself originally with a \$5,000 loan to friends who envisioned Miami Beach as the perfect farming land.

Collins believed that the part of the island which was unsuitable for farming could be developed as an exclusive residential resort area. He had in mind to pattern it after Atlantic City, which was then the summer playground of the wealthy. His dream was shared by two Florida-born brothers, J. N. and J. E. Lummus, who had bought the south part of the island.

But troubles did not overlook Collins, the principal one being transportation of his crops to the railroad on the mainland. To solve this he dug the Collins Canal, along what is now Dade Boulevard. At the point the canal reached Biscayne Bay he decided to build a bridge. His produce could be transferred from barges at the bay shore and make the trip by wagon across the bridge to the railroad.

In 1912 the bridge contractor went broke, and Collins was in financial trouble. Coincidentally, a new millionaire arrived in Miami. This was Carl G. Fisher, an ebullient promoter by way of Ohio and Indiana who had struck it rich in the lusty young automobile industry.

Soon Fisher and Collins made a deal. Fisher envisioned Miami Beach as a winter playground for the wealthy. He assembled men, machinery and mules. He put dredges to work filling in low, swampy areas that he bulkheaded. Dredges worked ceaselessly for six years. He even employed two elephants, partly to work and partly in the name of showmanship. The first automobiles crossed the bridge, now the Venetian Causeway then billed as the longest wooden bridge in the world, in 1913. Fisher kept making and clearing more land.



**Miami Beach vacationers in 1909**

base camp on Miami Beach.

But the price of copra dropped drastically, and rabbits and raccoons dearly loved the tender shoots of the sprouting nuts. The three men discovered that a coconut palm produced about a third of the annual crop of nuts they had estimated. The combination of disasters was too much.

At that time John S. Collins, another New Jersey farmer, arrived on the Miami Beach

By 1920 Miami Beach had a population of 644 residents. Across the bay, Miami was growing. Fisher sold more lots, built more streets and five fine hotels. Collins abandoned his first notion of making Miami Beach a lush tropical farmland.

Suddenly, the whole United States became aware of Florida. A

land boom, begun in Miami and Miami Beach, spread throughout the state. Speculation was, to put it mildly, excessive. Nature had been unfortunately sparing in the original land area for Miami Beach. Fisher and Collins set about remedying the oversight in a hurry. The original 1,600 acres of the sandbar were enlarged in 10

years to another 2,800 acres by constant dredging, pumping and filling from the shallow bottom of Biscayne Bay. Fisher, backed by his Prest-O-Lite fortune, spent more than \$4 million for 37 miles of bulkheads to bolster the fill land.

By 1923, two years before the Florida boom as a whole hit its peak, Miami Beach was prospering mightily and independently all on its own power.

Fisher held to firm lines when he had a buyer for his land. He investigated financial resources. His terms were strict: even at the height of the boom Fisher demanded 25 per cent of the purchase price in cash and the balance in full in 18 months. He took a leaf from the Lummus book and wrote into his contracts that the buyer must build on the property within 12 months. Fisher held firm to his original idea that Miami Beach would succeed only by catering to the newly rich of the industrial north who found Palm Beach too snobbish and too conservative.

And then it ended just like that. In September, 1926, a tropical storm leveled the flimsy wooden buildings in a night and the bottom dropped out of Florida real estate.

Three years later, just as recovery was beginning here, the stock market plunged the entire country into depression.

If he hadn't mortgaged his Miami Beach holdings to finance an ill-conceived Long Island resort venture, Fisher would have owned most of Miami Beach. The Long Island project cost him \$12 million, and Collins' successors, a son, Irving, and his son-in-law, Thomas J. Pancoast, took over most of the Fisher holdings in Miami Beach. Fisher spent his last years in a small Miami Beach cottage, almost broke by the standards of the life he had known.



**A Miami Beach golf course in 1914**



**Miami Beach in 1915**



## The Bay Shore Golf Course in 1928

In 1935, even with the debacle of the boom-bust in the rest of Florida, Miami Beach began to crawl back toward prosperity long before the rest of America.

The next six years saw rapid building and a population of 28,012 by 1940.

No small amount of credit for the comeback belongs to Steve Hannegan, an Indiana publicity expert Fisher brought to Miami Beach in 1924. Within 10 years,

Hannegan had built the most effective municipal public-relations machine the world had ever seen. Under his direction, publicity became an industry and a fine art. Hannegan sized up the possibilities of what he had to market and saw quickly that the main attraction was the fact that a visitor could take an ocean dip off Miami Beach in

January in surf warmer than the water off Los Angeles in August.

How do I call the world's attention to our warm surf, Hannegan asked himself? Newspapers across the land clamored for photos of bathing beauties.

In Miami Beach there were bathing beauties in the wintertime. Hannegan lined them up in everything from solo shots to virtual platoons, and outgoing mailbags were stuffed every day with photos for news editors in the frozen North.



## Miami Beach in 1929

Hannegan also established a gilt-edged reputation for accuracy and honesty in reporting. He could not care less whether the news story spoke good or evil about Miami Beach. Just so long as it pinpointed the happening as Miami Beach.

He set up a separate staff to send notes to society editors in northern cities whose financially elite were basking under the warm sun in the place where summer spent the winter. Hannegan sold all five of the newsreel companies in the United States on sending at least one cameraman each to Miami Beach every winter. Pathé, Fox, Universal, Paramount and Hearst Metrotone had a combined

weekly audience of around 60 million and Hannegan didn't miss a one.

Miami Beach residents and visitors still look to the sea for much of their recreation. Waters around the city support more than 600 species of fish including such noted gamesters as blue and white marlin, sailfish, wahoo, dolphin, tarpon, king mackerel, bonefish, permit and snook. Sailing, skin and scuba diving, surfing and water skiing are popular pastimes.

The sea, too, holds a vast promise for the future well-being of all Southeast Florida as man explores its depths in search of food and mineral supplies for an exploding population.

Serious efforts in oceanography were begun here 25 years ago with the founding of what is now the University of Miami Institute of Marine Sciences. The institute now has a personnel of more than 500, including 120 graduate students; an annual budget of more than

\$5,000,000; and a physical plant that could not be replaced for \$10,000,000.

Just across the street on Virginia Key is the institute's near neighbor, the Tropical Atlantic Biological Laboratory of the U. S. Bureau of Commercial Fisheries. Recently added to this complex is the Environmental Science Service's Institute for Oceanography.

Thus, Miami Beach and Miami are home for one of the principal centers for ocean studies in the United States.



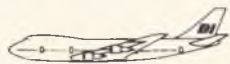
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# Authentic

## FEATHER BONNET

With white hackle (feather). Coloured hackles are used in the British Army to differentiate between regiments.

## "WING" EPAULETS

To protect the shoulders from sword cuts.

## SCARLET DOUBLET

Known the world over as the Scottish and British soldier's colour.

## GOLD SASH

Always worn over the left shoulder

## SPORRAN

Originally a leather wallet, worn suspended from the waistbelt to carry the day's ration. There are no pockets in the kilt.

## KILT

Formerly in one piece with the shoulder plaid, but now worn separately. Highland regiments of the British Army wear the kilt.

## HOSE TOPS

Gaelic name, *caddis*, meaning striped.

## SILVER COLLAR BADGES

The Dewar's Highlander wears the Saltire of St. Andrew, Patron Saint of Scotland.

## SHOULDER PIN

In cold weather, or at night, a clansman in the field would unfasten the shoulder pin so that his plaid became a warm cloak or a blanket.

## DRUM MAJOR'S BATON

The Scots have marched into battle to the skirl of the pipes, from Bannockburn (1314) to Aden (1967).

## METAL "BREASTPLATE"

Worn where belt and sash cross, and carrying the drumsticks symbolic of the role of the Drum Major.

## SWORD

with basket hilt. Worn at the belt, it is called in Gaelic the *claiith veg*, (claybeg), or small sword, to distinguish it from the *claiith mhor* (claymore), or great sword.

## PLAID

means a garment, the main garment of early times, which was kilt and blanket-wrap all in one piece. Tartan is the characteristic cloth of Scotland, woven in stripes.

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Certain fine whiskies from the hills and glens of Scotland are blended into every drop of Dewar's "White Label."

Before blending, every one of these selected whiskies is rested and matured in its own snug vat.

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"They" are 2,300 top U.S. business executives who were surveyed by a leading business publication.

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In just 28 years of business, we've grown from the builder and operator of the nation's largest natural gas pipeline system to a corporation with a sound mixture of products that touch the lives of almost all Americans.

We charted our growth with logic. From the beginning we made the decision to diversify in areas that were compatible with our total organization.

Today this pattern is evident throughout the fabric of Tenneco. From chemicals to packaging, from agriculture to land development, from tractors to automotive equipment, from gas pipelines to oil operations, from construction machinery to shipbuilding.

In short, Tenneco has made diversification work. Our revenues have increased every single year and we're still building. Because at Tenneco, building businesses is our business.

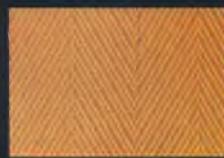
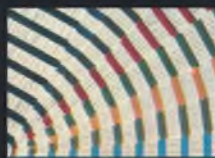
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# Miami Beach Convention Center Provides

The Miami Beach Convention Center has more than seven acres under one roof. It is the largest and most complete convention facility in the south and one of the largest in the nation.

For the 1968 Republican National Convention, Miami Beach built a 131,672-square-foot addition to its Convention Hall, more than

doubling the size of the original structure.

This huge convention center will be doubled in size again next year with a \$10-million addition.

The final phase will be a U-shaped wraparound on the east, north and west sides of the existing structure. It will increase the center's seating capacity to more than 40,000 and add dozens of meeting rooms, restaurant facilities, new lobbies and numerous new techniques and equipment for handling conventions and trade shows. A multi-level parking garage will accommodate 10,000 autos.

The center began with a 3,800-seat auditorium in 1950. Many national television shows have been produced in the auditorium including the Jackie Gleason show, the Ed Sullivan show, shows with Arthur Godfrey and Ted Mack and such spectacles as the Miss Universe contest.

Each winter it is the scene of a series of concerts by the Miami Beach Symphony Orchestra and the Greater Miami Philharmonic. During the summer the symphony gives a series of pops concerts. In addition, the auditorium is the site for three evenings of grand opera



# For Seven Acres of Politics Under One Roof

each winter as well as for the presentation of ballet and musicals by touring companies.

Other events held in either the Auditorium or Convention Hall include "Holiday on Ice," the world's largest boat show, the Ringling circus, professional and college basketball, boxing and wrestling, and numerous conventions and trade shows.

Miami Beach is host to 800 conventions annually. Many use the convention center.

The center has enough self-contained power to supply a community the size of Miami Beach;

Troy, New York; Pittsfield, Mass.; Waukegan, Ill.; or Alhambra, Cal.; enough electric wiring to stretch from Miami Beach to Washington, or from Los Angeles to San Francisco, and back, and almost 4,000 tons of air conditioning.

More than 150 possible seating arrangements in each of the two larger halls, taking care of attendance from 4,000 to 18,000 or anywhere in between. Five thousand parking spaces are within a five-minute walk.

The three present buildings are connected so the largest convention can function as a single unit, or so

any given area can be sealed off as needed for simultaneous events.

Cassius Clay and the late Sonny Liston weighed in for their title fight in a conference room before Clay won the heavyweight crown in the adjoining hall.

The Miami Beach Convention Center calendar has bookings as far ahead as 1999.



**Home of the 1972 Republican National Convention**

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Look at that house!  
In the *best*  
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Here's my wife . . . haven't seen her smile this often since we were married. We've had some tough going, but she's stuck with me all the way. I can give her and the kids the kind of life they *deserve*, since I became a Dahlberg hearing correction specialist.

That's Ralph Petrie and his wife Ann. My customers *and* my friends. They're *just* as much a reward as my new financial prosperity.



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Does *your* job offer this kind of future? If not, quit your job and start a career! But don't wait as long as *I* did - Dahlberg has an opportunity to fit *your* investment capability.

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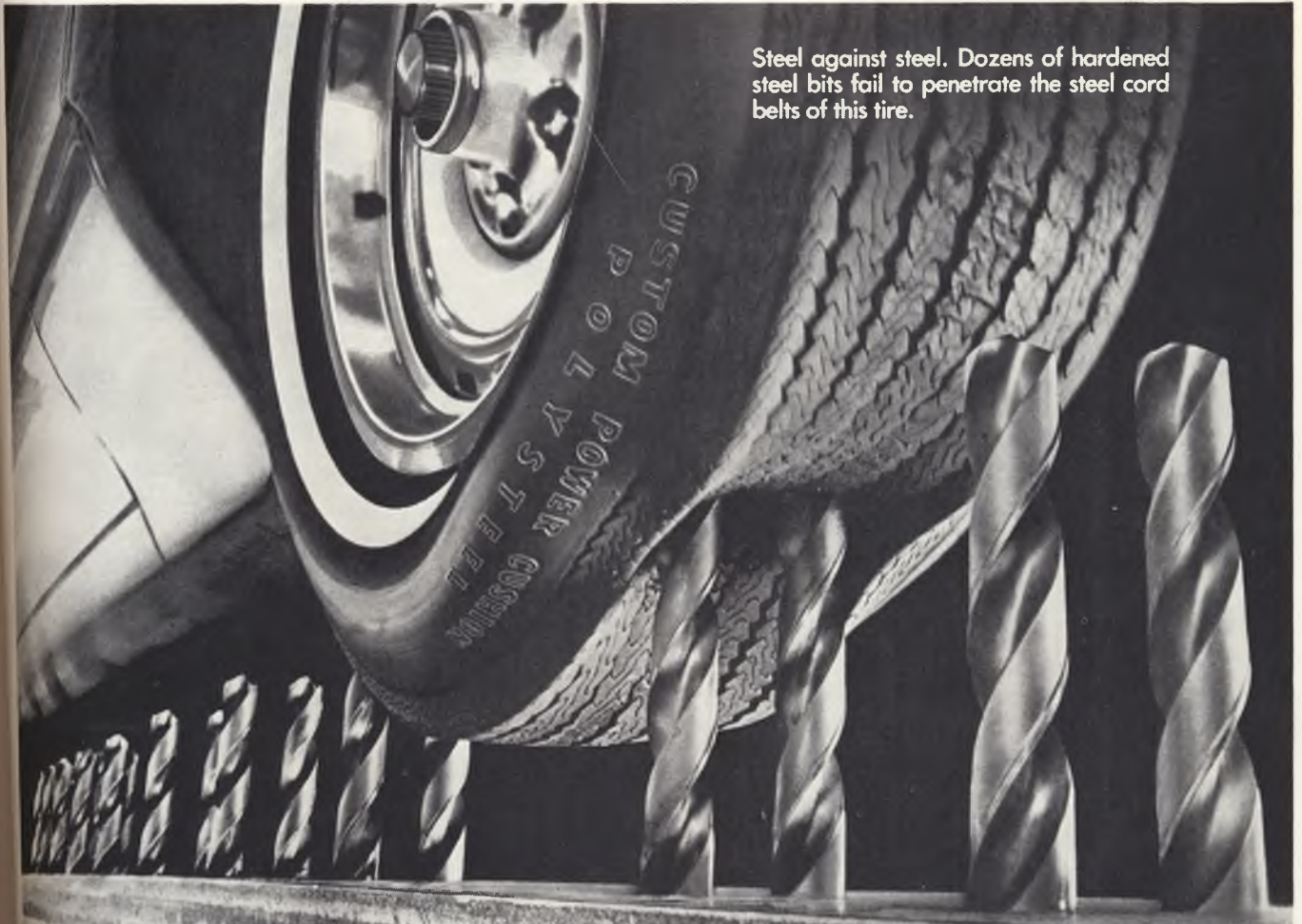


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Steel against steel. Dozens of hardened steel bits fail to penetrate the steel cord belts of this tire.



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**STRENGTH OF STEEL CORD BELTS,  
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IN A GREAT LONG-WEARING TIRE.**



This tire is running over dozens of vicious hardened steel drill bits. A match of steel against steel. And the tire keeps on going without loss of air.

A brutally torturous way to demonstrate a tire? Granted. But that's the kind of punishment this Goodyear Polysteel tire took.

We build it tough with two belts of steel cord to resist impact and penetration in the tread area.

And so you don't feel you're riding on steel, we add a flexible polyester cord body for smoothness.

Chances are, you'll never run over drill bits with your tires. But if you're running on Goodyear Custom Power Cushion Polysteel tires, think about some of the hazardous things you could run over — and come away as though it never happened.

Steel for protection. Polyester for smooth ride. Both in one long-wearing tire.

The new Custom Power Cushion Polysteel tire.

Ask for it by name. It's only from Goodyear.



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Duval products are basic to human needs. Copper from our Arizona mines reaches both consumer and the General Services Administration Strategic Materials stockpile. We mine and process a complete line of molybdenum products packaged in a variety of ways for our customers. Sulphur from our West Texas properties is a building block

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*FOREGROUND:* The world's largest copper and molybdenum concentrator at Duval Sierrita mine near Tucson, Arizona.



# Fun in the Sun!

A day at  
the races



# Things to See and Do in the Miami Area



There are many things to see and do when the convention is not in session. If you don't want to swim or sleep, there are boat trips, golf, fishing, horse racing, flowers, an art museum and sightseeing.

Sight-seeing bus trips from Miami Beach cover most of the major commercial attractions in the Greater Miami area. Among these are Vizcaya, an Italian-style residence on the grand scale, complete with 10 acres of formal gardens, operated by the county; the Parrot Jungle, featuring displays of birds; the Seaquarium on Key Biscayne, with its trained porpoise and whale shows plus a huge collection of tropical marine fish; the Monkey Jungle, Orchid Jungle and Serpenterium.

Fairchild Tropical Garden, on the bay front south of Miami, has the largest collection of palms in the western hemisphere as well as many plantings of trees, shrubs and vines from all parts of the tropical world.

Year-round greyhound and thoroughbred racing under the Florida pari-mutuel law is a major attraction. Dog racing is conducted at three kennel clubs, including one in Miami Beach. Three thoroughbred tracks, Hialeah, Gulfstream and Tropical/Calder Park, provide horse racing all year.



**Greyhounds race for honors**

Along the city's seven miles of Atlantic shore are 10 beach parks reserving some two miles of sandy beach for public use.

Two unique parks are within an easy one-day round-trip drive of Miami Beach. Pennekamp Coral Reef Park, just off Key Largo, some 55 miles southward, preserves a large segment of the only living coral reefs along the mainland United States. Here, through glass-bottomed boats, visitors can view secrets of the marine world under the crystal waters.

Boundaries of the 1,400,000-acre Everglades National Park begin 75 miles southwest of Miami Beach. Within the park one may see the American and snowy egrets, the roseate spoonbill, the wood ibis, many species of herons and other birds. The park is a refuge for the alligator and the all but extinct Florida panther and crocodile. Fishing and bird watching are the park's primary attractions.

Palatial estates that line Miami Beach waterways can be seen from craft that make regular cruises through the hotel and residential areas. Guides narrate the history and ownership of these homes.

Glass-bottomed boats take visitors over the offshore reefs for close-up views of the underwater life that abounds in colorful profusion in subtropic waters. Vividly hued fish and plants may be seen clearly in these natural sea gardens, as well as strange and often grotesque plant and animal forms that make up in oddity for their dun coloring.

Fishing, either day or night, is as much a sight-seeing trip as a quest for sport. From offshore the oceanfront hotels can be seen as the angler trolls for sailfish, marlin and other sea life on the edge of the Gulf Stream. At night the lights of the city blaze in rainbow colors in sharp contrast to the quiet and peaceful dark blues and silvers of the ocean. Some 50 boats are available.

Charter for one of these twin-engine boats is \$90 for a half day, \$175 for all day. Each will fish four to six lines. Costs can be split. Large drift fishing boats charge \$6 to \$7 a person for a half day, including bait and tackle. Visitors can arrange for charters at any of several docks found along the bay front and be fishing within 20 minutes after casting off.

The vacationer has to provide refreshments he wishes to take

along. Clothing should protect arms and legs from sunburn, and a long-billed cap and dark glasses are suggested for extra comfort.

Sailfish and white marlin are the most sought-after trophies in the Gulf Stream. These big fish may only put up a spectacular out-of-water fight, but also make impressive mounts for den or office. They may weigh anywhere from 25 to 50, or more pounds, but average around 50, and measure six or seven feet from fork of tail to tip of bill. Unlike these fish are desired for mounting many anglers release them in the interest of conservation.

Occasionally, the fisherman will encounter a blue marlin, but these busters that go above 500 pounds are not too frequent. Dolphin, kingfish and bonito are more common and give plenty of fight, as does the wahoo, another top game fish of local waters.



**Boating on the waterways**

**Big-game fishing**



Flowers of many kinds are in bloom throughout the year in Miami Beach, but the city maintains a special show in the conservatory of the municipal Garden Center just west of Convention Hall.

Reproduced under the glass dome of the conservatory is a tropical cloud forest in miniature, complete with waterfall.

Here, the visitor may see one of the largest varietal collections of bromeliads in the United States, along with many species of ferns, orchids, anthuriums and other exotics of central and northern South America. The conservatory is open free during normal business hours.

The Bass Museum of Art, 2100 Collins Avenue, Miami Beach, has taken its place among prime points of interest for both visitors and residents of the city.

The city-operated museum, housing the multimillion-dollar Bass Collection, formerly comprised the Miami Beach Library and Art Center. It was reconstructed in 1964 at a cost of \$160,000 and provides lighting and a stereo system throughout the building.

The collection, donated to the City of Miami Beach by Mr. and Mrs. John Bass, comprises paintings ranging from such old masters as Botticelli, Rubens, Franz Hals and Gainsborough to Van Gogh,

El Greco, Modigliani and modern French Impressionists.

There are numerous examples of wood sculpture dating back to the 14th century and two of the largest and finest tapestries in the world.

The tapestries, made in Malines, Belgium, over 100 years ago, are 40 by 16 feet. They depict "The Start of the Hunt" and "The Return From the Hunt."

A favorite of visitors is a magnificent Rubens, "St. Anne and the Holy Family," recently loaned to the Royal Museum of Beaux Arts of Belgium for an international Rubens exposition. The masterpiece is now back at the Bass Museum.

The museum also houses a large number of old church objects and vestments of the medieval and baroque periods, plus a large collection of Tibetan bronzes. In addition, there is a large collection of ancient gold, silver and bronze coins; examples of old Brussels lace, some fine embroidered French male costumes of the rococo period; musical autographs, manuscripts and first editions of the great classical composers, such as Bach, Mozart, Haydn and Beethoven.

The museum, with more than 500 exhibits, is open free to the public from 10 a.m. until 4 p.m. daily, except Sundays and holidays.

A first-class municipal golf course is within a 10-minute drive of any hotel or apartment in town, and both private and public links dot the surrounding area.

Bayshore, on Alton Road at 24th Street, can be called one of the prettiest municipal layouts anywhere. In addition, it presents an interesting test of the golfer's skill, with rolling fairways, rounded knolls and water hazards.

The championship course measures 6,893 yards; the regulation



course 6,168, with a 35-37-72 par.

Normandy Shores, just north of 72nd Street facing Biscayne Bay, is a par-70 links of 6,587 yards and is not as demanding as Bayshore. It has one par-five hole on each nine, but seven of the par-four holes are more than 400 yards.

Both Normandy and Bayshore

have complete clubhouse facilities, practice greens and a driving range.

Only foursomes are accepted at the regulation courses. Public courses across the bay on the mainland, within a 30-minute or so drive of Miami Beach, include Haulover, LeJeune, Miami Springs, Biltmore, Granada, North Dade and the

par-61 Colonial Palms.

Adventures in dining await visitors in Miami Beach.

South Florida has many dishes identified with the area, some now widely served in other sections of the country because of advances in shipping and refrigeration. Others, however, still are little known outside this section. All, of course, are closely identified with tropic regions.

In seafoods this coast is outstanding. Topping the list of fish is the pompano, which is caught locally. Close behind the pompano in popularity and in taste are yellowtail, sea trout and red snapper. It goes without saying that all these fish are improved immensely if they are served fresh from the water. The best chance of obtaining fresh fish is at one of the many restaurants specializing in seafood.

The Florida lobster, locally called crawfish, long has been a delicious staple of local diet and may be obtained in many restaurants. Turtle steaks, while not so universally served, can be recommended at the better seafood-specialty places.

Miami Beach visitors should put some of the locally grown fruits on their "must-try" list, especially the mango and avocado. Both are rightfully placed near the top of the list of the world's finest fruits.



**Shopping by tram**



**Miami Beach Garden Center Conservatory**

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seem  
Old Fashioned  
but at  
**Luckenbach**

we still  
believe  
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**Luckenbach Steamship Co., Inc.**

Founded 1850





# REPUBLICANS LOVE WHAT THE COLONEL COOKS

"It's Finger Lickin' Good®"

**SERVING THE WORLD'S INDUSTRIES**

1971 - 2071



**CENTURY II**

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PROTO TOOL COMPANY



SOUTHWEST INDUSTRIES, INC



THE TORRINGTON COMPANY



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VLCH PLASTICS CO

# What happens after you buy Whirlpool appliances has always mattered to us.



That's why we pioneered these after-the-sale Consumer Care services:

**The Cool Line** customer information service. An industry first in 1967, it lets you phone Whirlpool free — 800-253-1301 — for service information from anywhere in the continental U.S., day or night. (In Michigan, dial 800-632-2243.)

**Simplified Warranty Letter** has no "fine print." First introduced in 1968, it spells out, in plain, layman's English, exactly what is and what is not Whirlpool responsibility.

**Tech-Care Service.** Whirlpool cares about service — enough to help train hundreds of service people every year. If you ever need service, chances are there's a Whirlpool franchised, Whirlpool trained Tech-Care service company near you.

**Nationwide Warranty Coverage.** Whirlpool will fulfill its

Warranty anywhere in the U.S., even if the original purchaser moves during the warranty period.

**1-Year Free Parts and Labor.** All Whirlpool major appliances are covered by a warranty which provides that all parts of the appliance (except light bulbs) which Whirlpool finds are defective in materials or workmanship will be repaired or replaced by Whirlpool free of charge. This protection applies only to the original purchaser for home use, and requires that all service be performed by a service organization authorized to service Whirlpool products. Dehumidifiers must be transported to and from the service organization by the owner at his own expense.

Whether it's one appliance or a kitchenful, look beyond the price tag before you buy. Look for the Whirlpool brand name. Whirlpool — the company that considers Consumer Care innovations as important as product advances.

  
... takes better care





## Ed Broyhill...from blacksmith shop to industry leader...in 40 years

He and his company stand as a symbol of progress under the free enterprise system. In 1927, Ed Broyhill went into business for himself. He had skill, ambition, and that particular American virtue - determination. As a furniture maker, his first "workshop" was a blacksmith shop. A modest beginning, but the start of a great future.

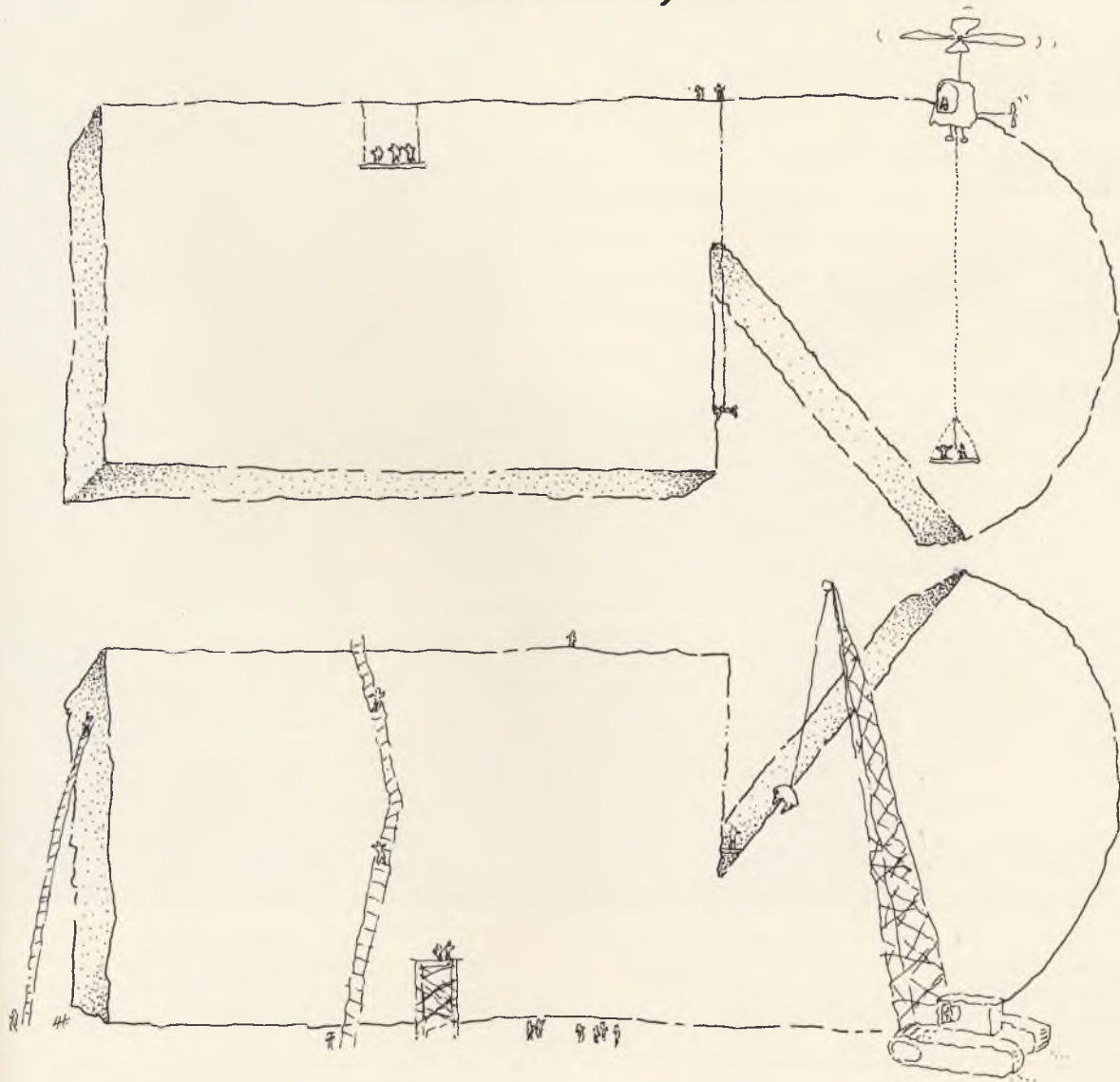
Today, 45 years later, Broyhill Industries employs 6,500 people throughout its 19 factories and is the largest privately owned furniture manufacturer in this country. It has become a leader among furniture manufacturers, building a quality product for the homes of America, making the name "Broyhill" a familiar one to millions of satisfied customers. Ed Broyhill has shown us the substance of what is great in America and the results are clearly evident in the burgeoning industry he founded nearly a half century ago.

We at Broyhill are deeply proud to be a part of a living American legend - J.E. Broyhill and Broyhill Industries.



**Broyhill**  
INDUSTRIES

# While helping build America, we're building ourselves, too.



**Corporate Offices:** Montgomery, Alabama / **Subsidiaries:** Blount Brothers Corporation (General Contractors), Montgomery, Alabama / Global Erectors, Inc. (Structural Steel Erection), Long Beach, California / Indiana Bridge Company, Inc. (Structural Steel Fabrication), Muncie, Indiana / Benjamin F. Shaw Company (Industrial Piping), Wilmington, Delaware / Mid-America Housing, Inc. (Mobile Homes), Albertville, Alabama / Paramount Equipment Rental and Sales (Specialized Trucks), Los Angeles, California / Blount Brothers Enterprises, Inc., Greensboro, North Carolina / Interstate Inns, Inc. (Motor Hotels), Greensboro, North Carolina / J. P. Burroughs & Son, Inc. (Agricultural Handling Equipment, Food Processing, Quarrying), Saginaw, Michigan.

How can we help you build? Write us at P.O. Box 949, Montgomery, Ala. 36102. Or call 205-272-8020.

# Northwest has the good times to the Midwest.

Time  
after  
time  
after  
time.

Northwest stewardess  
Sandra L. Melin

When you're heading home from the convention, check your schedule, then check ours. You'll discover Northwest has something timely going for you.

From Miami, Northwest has convenient flight times to the Midwest every day. Mornings. Afternoons. Evenings.

Including 747 service, nonstops to Chicago, direct flights to Minneapolis/St. Paul and Milwaukee and one-airline service to other Midwest cities such as Rochester, Madison and Fargo.

On the way, you'll enjoy great service, with superb food, your favorite beverages — and separate smoking and non-smoking sections on every flight.

Good times to take off, good service in the air — what more could you ask for, except reservations!

Just call your travel agent or Northwest Orient in Miami at 871-3400.

**FLY NORTHWEST ORIENT**

*where the good times are...*



# International Paper reports on its \$101 million commitment to combat pollution.

**O**NE YEAR and ten months ago, International Paper pledged \$101 million to improve the environment in which we live. That pledge put International Paper in the forefront of those taking positive measures to solve the problems of pollution control.

It included equipping every one of our U.S. pulp and paper mills with primary and secondary waste-water treatment systems. Water so treated does not adversely affect the complicated life chain in natural waters — from bacteria and plants to plankton and fish.

In terms of air quality, we pledged to utilize the latest technology to remove more than 99 percent of particulate matter from mill emission points. (Present equipment has an efficiency factor of about 90 percent.)

Our program also included adaptation of new technical developments to control the odors emitted from our kraft paper mills.

The program is well under way — and right on schedule. Some \$65 million has already been appropriated.

But, as standards become more stringent and costs escalate, our original commitment of \$101 million has become insufficient. We now expect to spend \$125 million to do the job.

By the end of 1974, all our U.S. facilities will comply with the environmental standards established so far by the states in which they operate.

International Paper Company believes that the pollution of our world can be controlled, that the quality of basic resources we all share can be maintained, that the aspirations of our society for a better life can be met — all within the framework of our economy.

We pledge to continue applying our technology, resources and efforts of our people to this end.



# DRESSER SERVES WORLD MARKETS

Dresser is a multinational supplier of engineered equipment and technical services. Our first product, a coupling introduced in 1880, made possible the first gas pipeline in the United States. Today, more than 1000 products carry on the Dresser tradition of technical excellence in these principal areas:

**ENERGY:** Oil and gas, electric power generation, coal and petrochemicals.

**BASIC MATERIALS:** Steel, aluminum, copper, glass, cement, paper, chemicals and plastics.

**MANUFACTURING:** Automotive, aircraft, electrical appliances, railroad freight cars and shipbuilding.

## ENERGY: A GROWING NATIONAL CRISIS

The United States is experiencing the first shortage of basic energy fuels in its history. What does this mean in terms of today's technology and tomorrow's needs?

Dr. John J. McKetta, Chairman of the Advisory Committee on Energy to the Secretary of the Interior, comments on the decisions that lie ahead. For a free copy of this exclusive interview reprinted from our 1971 Annual Report, write to:

Communications Department  
Dresser Industries, Inc.  
P. O. Box 718  
Dallas, Texas 75221



DRESSER INDUSTRIES, INC.



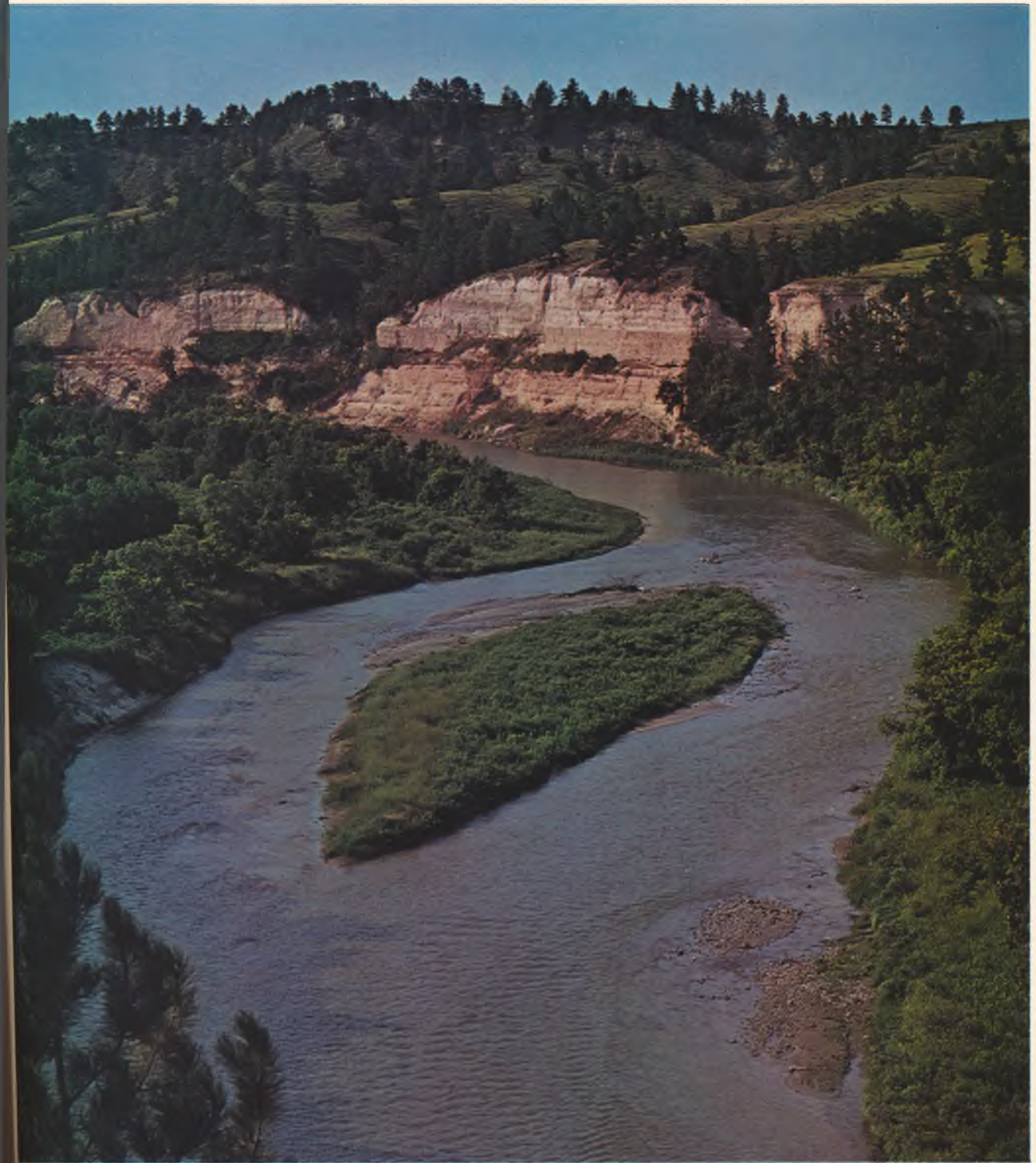


Photo courtesy Nebraskaland Magazine

Drawing attention to our number-one football team is too easy. So we won't do it. Instead, we point out that football is only one reason to say, "There is no place like Nebraska" For instance, highly productive labor and water resources make Nebraska an exciting place to locate a new business.



On behalf of my fellow Californians, I would like to extend our sincere best wishes to the delegates and guests of the Republican National Convention and to the state of Florida.

We look forward to participating with our fellow Republicans in a very successful 1972 Republican National Convention.

*Ronald Reagan*

# WHAT DOES A MAKER OF SPACECRAFT FUELS HAVE TO DO WITH YOUR VITAMIN BOTTLE?



Nothing you'd be likely to know about, really.

But when you buy a jar of vitamin pills, a jug of vinegar, or a glass container of almost anything, there's a good chance that FMC soda ash was used in the glass-making process.

Fuels for space vehicles don't begin to approach the volume of soda ash, but you'd be surprised how many major flights have been powered by another FMC chemical product, high energy Dimazine® rocket fuel.

Even when you don't see it, FMC has a hand in a multitude of things affecting your life.

Our chemicals purify water, brighten fabrics, and make the family car run better. You enjoy foods harvested, processed, and packed by our machinery—wear clothes woven from our fibers—use packages formed from our films.

These are just a few examples to suggest that FMC is a very versatile company. And very useful to you personally.



Providing worldwide usefulness in Machinery·Chemicals·Fibers & Films

**FMC CORPORATION**

San Jose, California 95106

# When North American Rockwell builds a business machine, North American Rockwell builds a business machine.

Our business aircraft are strong, hard working business machines. The new Aero Commander® 112 single engine. New Sabre® 75 jet. Turbo Commander® 681B prop-jet.

You can depend on them to log plenty of flight time, increasing the mobility of management, bringing decision makers to the scene.

Business is only part of our aviation story, for we build military, experimental, personal and agricultural planes, too. In fact, more different kinds of aircraft than anyone else.

Our company is actually a blend of technologies, distinct but related, and contributing to one another.

Fiberglass car bodies, textile machines and aircraft don't seem to go together, but we have ways.

If you'd like some literature on North American Rockwell and our general aviation line, write Dept. 815, Fifth Avenue and Wood Street, Pittsburgh, Pa. 15222. Ask for "Aircraft!"



North American Rockwell



# ONE PARK PLAZA

3250 WILSHIRE BOULEVARD • LOS ANGELES, CALIFORNIA

a development of  
REAL ESTATE TECHNOLOGY, INC.

architecture and engineering by  
DANIEL, MANN, JOHNSON,  
& MENDENHALL

interiors by  
ASSOCIATED DESIGN,  
PLANNING AND  
ART, INC.

---

"If you want to know what the world  
will look like tomorrow, look  
at California today."

RONALD REAGAN, GOVERNOR

---

**REAL ESTATE TECHNOLOGY, INC.**

3250 WILSHIRE BOULEVARD  
LOS ANGELES, CALIFORNIA

REAL ESTATE DEVELOPERS LOOKING AT  
THE WORLD OF TOMORROW IN CALIFORNIA,  
ACROSS THE NATION AND OVERSEAS.

• DEVELOPMENT SERVICES FOR MAJOR  
COMMERCIAL, INDUSTRIAL, INSTITUTIONAL,  
AND RESIDENTIAL PROJECTS.



# Great Movie Entertainment



**Warner Bros.**  
"Deliverance"  
starring Jon Voight  
and Burt Reynolds.

## From These Members of The Motion Picture Association of America



**Columbia Pictures**  
Jack L. Warner's  
production of  
"1776."



**Universal Pictures**  
"The Public Eye"  
starring Mia Farrow  
and Topol.  
A Hal Wallis Production.



**Allied Artists**  
"Cabaret" starring  
Liza Minelli, Joel  
Grey and Michael  
York.



# ment For All The World



**Metro-Goldwyn-Mayer**

"Wrath Of God"  
starring Robert  
Mitchum, Rita  
Hayworth, Frank  
Langella, Victor  
Buono



**United Artists**

"Man of La Mancha"  
starring Peter O'Toole  
and Sophia Loren.



**Paramount Pictures**  
presents "The Godfather."



JOSEPH E. LEVINE  
PRESENTS  
A MIKE NICHOLS FILM  
"THE DAY OF THE DOLPHIN"  
PRODUCED BY  
RICHARD A. ROTH  
DIRECTED BY  
MIKE NICHOLS  
SCREENPLAY BY  
BUCK HENRY



**Twentieth Century-Fox**

"The Other," Thomas  
Tryon's best selling  
thriller produced  
and directed by  
Robert Mulligan.



**An Avco Embassy  
Release.**

Currently in  
production.



“We must recognize  
that the goal  
of a cleaner environment  
will not be achieved  
by rhetoric  
or moral dedication alone.”

President Richard M. Nixon

The task requires equipment, engineering skill,  
technology and experience. These elements have been  
effectively consolidated in Envirotech Corporation.

Envirotech 1972 Annual Report

ENVIROTECH



3000 Sand Hill Road, Menlo Park, California 94025



# Southern Pacific didn't stop at being a great Western railroad.



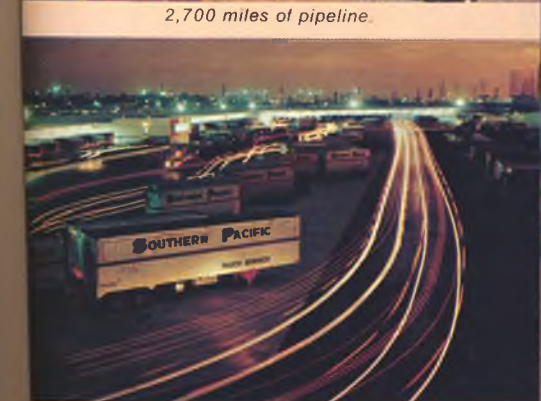
*Fast handling of containers and vans.*



*Intermodal marine transport services.*



*2,700 miles of pipeline.*



*27,000 miles of trucking routes.*

Southern Pacific has been a great Western railroad for over a hundred years, but we didn't stop there. Forty years ago, to provide even better service for our customers, we added highway trucking services. Sixteen years ago, we began building pipelines which now serve six Western states. (We also operate the world's longest "coal slurry" pipeline.) More recently, we entered the field of leasing (Bankers Leasing Corp.), air freight (Southern Pacific Air Freight, Inc.), and computer services (TOPS® On-Line Services, Inc.). Of course, we pioneered Piggyback and containerization services in the West, too.

In addition, Southern Pacific operates complete land management services that not only provide the most advanced industrial planning and construction available, but also serve to protect and preserve millions of acres of forest, farm and range land in the West for future benefit and use.

Southern Pacific is proud of its role in serving the West and will continue to strive for sound transportation policies that will help us provide ever better transport services.



**Southern Pacific**  
transportation company that does things first.

**Carnation's  
Convention  
Survival Kit**



*From our San Francisco headquarters, where we began 94 years ago, we have grown into a unified, worldwide organization.*

*This has come about because we have always been searching, seeking, and exploring new ways to perfect our products and improve our performance in the areas of growth, management, leadership, and public service.*

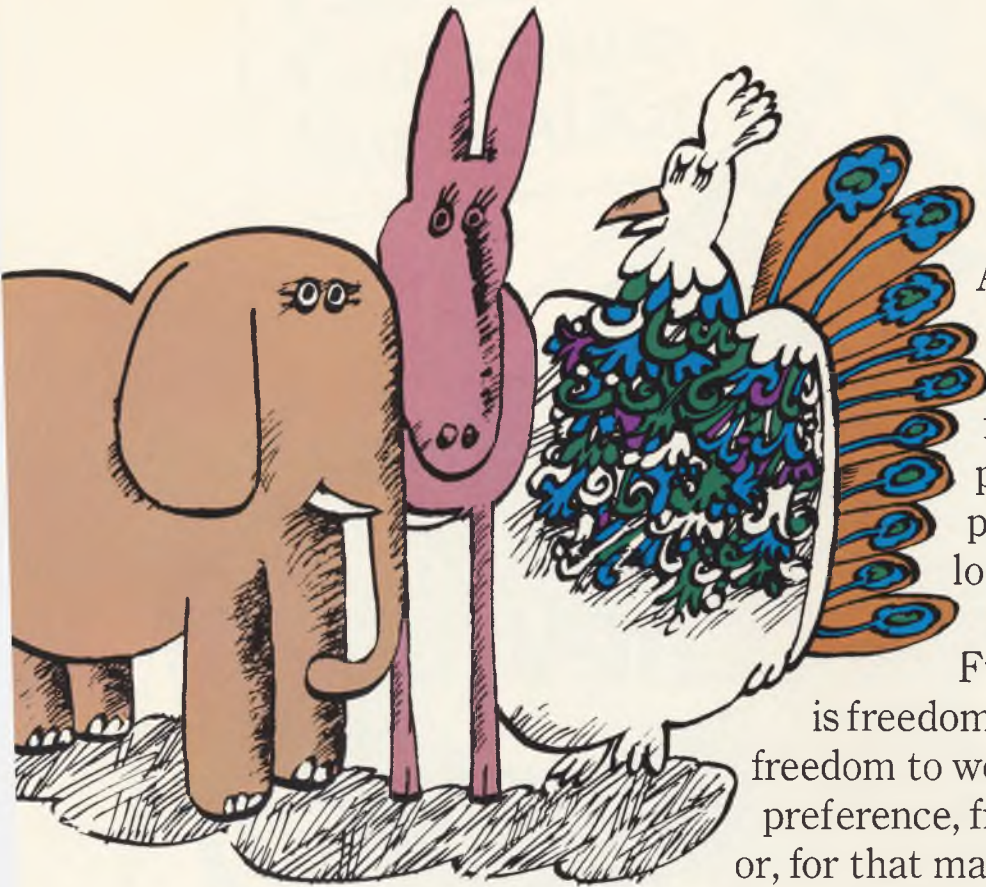
*Our Chevron Hallmark symbolizes our Company and its determination to continue this philosophy so that we may better serve the future needs of people.*

**Chevron**



**Chevron Oil Company**

The elephant, the donkey and the proud bird.  
(or the animals have it!)



Americans have a way of using animals for identification.

The donkey and elephant, for instance, have for years played an important role in our political scene. The eagle has long represented our country and our way of life.

Fundamental to this way of life is freedom, freedom to speak one's mind, freedom to worship according to individual preference, freedom to choose a candidate or, for that matter, an airline.

Indeed, freedom of choice within our system of free enterprise is the reason Continental has been successful against some rather formidable competition.

We have been free to point out through advertising (another bonus of our way of life) the difference between Continental and the other major airlines.

The difference is pride, the pride our people take in their jobs, in themselves, in their airline. And when travelers try Continental, they know that our difference is real and relevant. It makes for a more comfortable, more enjoyable trip.

We invite you to come travel with us, whenever possible and feel the difference pride makes.

By the way, we also have an animal identifier, the Proud Bird with the Golden Tail.



# MCO...MCO...MCO...MCO...MCO...

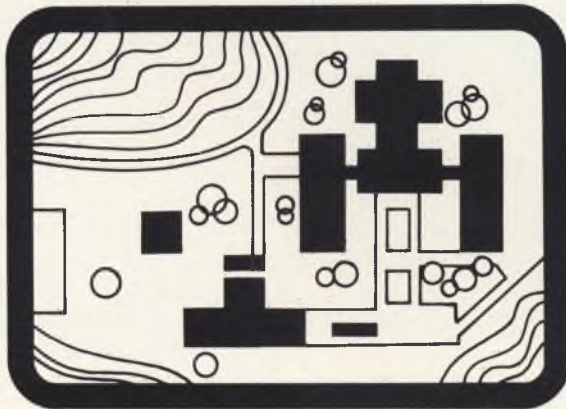
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General partner and operator for annual limited partnership oil and gas exploration programs for private investors. Development and operation of producing properties.

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Gathering, processing and transportation of petroleum products.

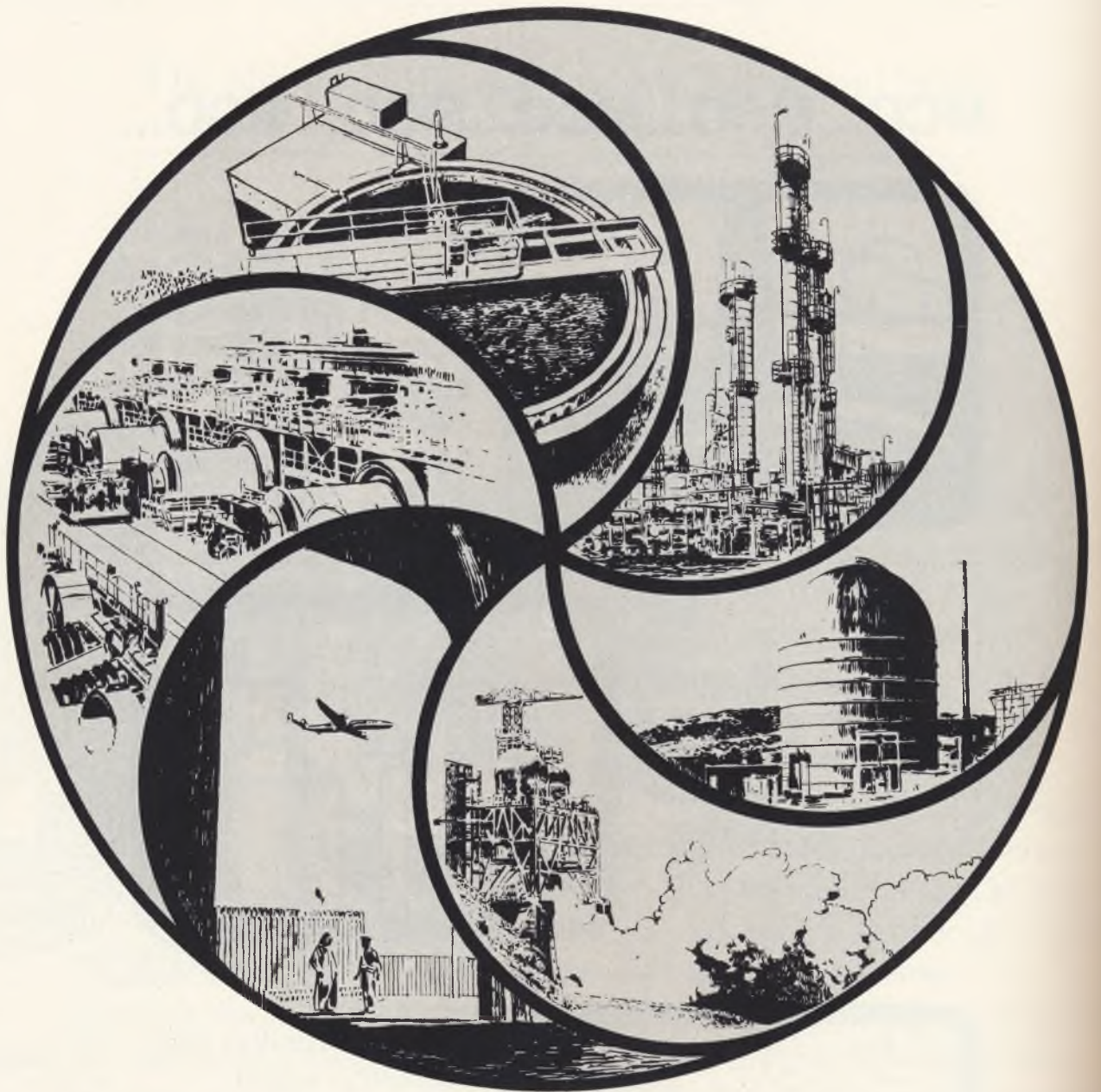


New communities and recreation-resort developments. Applying new concepts in land development projects in Arizona, Colorado, Arkansas and Nevada.

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## **McCULLOCH OIL CORPORATION**

10880 Wilshire Boulevard, Los Angeles, California 90024  
District offices located in Bakersfield, California,  
Midland, Texas, Oklahoma City, Oklahoma, and Casper, Wyoming



## THROUGHOUT THE WORLD Look to PARSONS for Performance

Across the nation and throughout the world Parsons means performance on schedule and within budget on a variety of engineering and construction projects. Diverse engineer and constructor services include: Aerospace and Airport Systems Engineering, Chemical Plants, Communication and Transportation

Systems, Environmental Projects and Pollution Control Engineering, Gas Processing, Land and Water Resources Development, Medical and Biological Facilities, Metallurgical Plants, Nuclear Facilities, Petroleum Refineries, Power Plants, Public Buildings, Utility Systems, Housing and Supporting Technical Services.



**THE RALPH M. PARSONS COMPANY**  
Engineers / Constructors

617 West Seventh Street, Los Angeles, California 90017

**WORLD WIDE OFFICES:**

Washington, New York, Houston, Mexico City, London, Frankfurt, Calgary, Toronto, Sydney.



## It's not only Tiger time...

Like the Time of the Tiger, the Time of the Elephant is now. Around the globe its impact on international events is felt in every land.

In the domain of the Tiger, which is worldwide in its services to business and industry, these events are of dramatic importance. Time is of the essence in the business of The Flying Tiger Corporation; so it is too for the Elephant in the historic year of 1972 and the years beyond.

As it has been said, those who expect to reap the blessings of freedom, must undergo the responsibility of supporting it.

**Flying Tiger  
Corporation**

7401 WORLD WAY WEST • INTERNATIONAL  
AIRPORT • LOS ANGELES, CALIF. 90009



**THE  
SUPERIOR OIL  
COMPANY**



# Norton, Lilly & Co.

Steamship Agents and Operators

Twenty-two Offices in the  
United States and Abroad  
Serving United States  
Foreign Trade

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Best Wishes to  
the 1972 Republican  
National Convention.

---

Head Office: 90 West Street,  
New York, New York 10004

# FIDELITY CORPORATION

EXECUTIVE OFFICES: FIDELITY BUILDING / RICHMOND, VIRGINIA 23219



# Fannie May

**KITCHEN-FRESH  
CANDIES**



to give...to enjoy

Kitchen-fresh in our own candy shops  
in the metropolitan areas of

Illinois  
Indiana  
Maryland  
Minnesota  
Pennsylvania  
Virginia  
Washington, D. C.  
Wisconsin

Frozen-fresh in  
many drug stores in

Florida  
Georgia  
Illinois  
Indiana  
Iowa  
Kentucky  
Michigan  
Wisconsin  
*and in many Publix markets.*


**Fannie May**  
KITCHEN-FRESH CANDIES



# Sleeping assets.

We don't believe in them. When money isn't working it isn't doing anybody any good. The economy. Industry. The consumer. Or us. So we keep ours working around the clock.

Moving, working assets for growth. That's what CNA Financial Corporation is all about.

 **CNA FINANCIAL CORPORATION** CNA Center 310 S. Michigan Ave. Chicago, Illinois 60604

CNA/insurance—Continental Casualty Company Continental Assurance Company  
General Finance Corporation • The Larwin Group

# Rx

## A prescription for good health in America.

Nobody can represent all physicians all of the time. But the AMA comes closer than anyone else.

The American Medical Association includes 80% of the board certified physicians of this country. Its membership includes 75% of office-based physicians involved in patient care—75% of the men and women you see when you want to see a doctor.

Just what are the planks in our platform? They are more progressive than some people would have you believe. Here is a brief rundown on the recent AMA record.

We have urged the extension and full funding for the Maternal and Child Care program under title V of the Social Security Act. We have actively supported the Health Professions Educational Assistance Act—and virtually all recent health manpower legislation.

We have supported 31 out of the 35 recent major health proposals in Congress.

The AMA is *in favor* of government support

to expand medical schools.

The AMA is *in favor* of increased financial aid to medical students.

The AMA is *in favor* of expanded nurse training programs.

The AMA is *in favor* of physician assistant programs.

The AMA is *in favor* of clean air legislation.

The AMA is *in favor* of a national health insurance program which preserves a physician's freedom to practice as he thinks best, provides for the patient's freedom to seek the type of plan he prefers, and relies on private rather than government administration. The AMA plan would remove economic barriers between the poor and mainstream medical care and would insure everyone against "catastrophic" medical costs.

Nobody has all the answers to our national health problems. But we think our record represents a good platform on which to base the answers.



# Allegheny Ludlum Industries: a group of our companies helps keep America on the right track.

The right track's a fast one: held fast with rugged rail anchors from True Temper.

Same company famous for fishing reels, garden tools, golf club shafts. Sharing our Central R&D facilities with other companies of ours, they're perfecting products to help keep America moving in many fields.

But more on transportation... where our Special Metals Corporation provides high-temperature alloys for vehicular gas turbine engines. Our Arnold Engineering produces hard-ferrite components for car and truck accessory motors. Allegheny Ludlum Steel goes into emission control



systems, truck radiators, flex fans, thermostats. And Jacobsen builds lawn and garden tractors, power mowers and powered snow removal equipment.

Elsewhere, we're active in other key growth markets.

Electronics. Power generation and transmission.

Recreation and leisure...to name a few. We've got a lot of ways to help keep America moving.

**Allegheny Ludlum Industries, Inc., Oliver Bldg., Pittsburgh, Pa. 15222**

Our key industries: Allegheny Ludlum Steel, Wallingford Steel, Special Metals Corporation, Carmet Company, IPM Corporation, Ajax Forging & Casting Company, The Arnold Engineering Company, F. W. Bell, Inc., True Temper Corporation, Good Steel Service, Inc., Jacobsen Manufacturing Company, Titanium Metals Corporation of America, A-L Industries Export Corporation

# HOUSTON IS HOUSTON CENTER

Houston is rapidly becoming the geographical center of world business. Hardly a month passes without an important national corporation announcing its relocation in Houston. Houston offers industry-responsive government, an attractive tax structure and a remarkably low cost of doing business. Of even



greater significance, Houston faces the future in a rational manner. It uses all the tools of modern technology and planning to solve urban problems before they appear.

In the forefront of this approach is Houston Center, the largest development ever undertaken in the heart of a city's central business district. On 74 contiguous acres, Texas Eastern Transmission Corp., owner and developer, is creating a total environment. Bridging the streets on vast platforms, Houston Center will separate man from the automobile and create a varied and human environment of office



buildings, pedestrian plazas, shopping centers, hotels, motels, apartments, cultural and entertainment facilities.

Only a company with substantial resources, such as Texas Eastern, could carry out a project of this size—literally a city within a city. The master plan for Houston Center, created by William L. Pereira Associates, is a prototype of what the city of tomorrow should be. Indeed, Houston Center *is* the city of the future.

Construction has already begun on Phase One of Houston Center encompassing nine square blocks.

Included in Phase One are:  
A: 3 office buildings—the first, (to be known as 2 Houston Center) will be 950,000 square feet and more than 40 stories high. Floor sizes range between 23,000-43,000 square feet. Completion is planned for mid-1974. This gateway building will boast many new, revolutionary engineering and

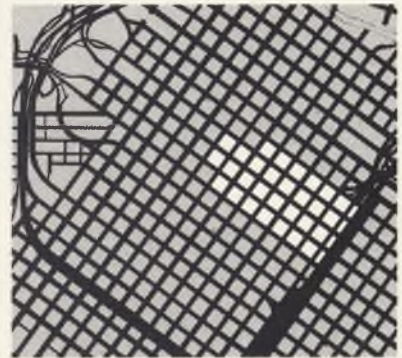
architectural ideas.

B: Retail Stores—one large department store and new concepts of shopping malls and boutiques.

C: An extensive, novel and innovative hotel complex.

D: A legitimate theater, as well as other entertainment and recreational facilities.

Lease offers are being accepted for all sections of Phase One. You can become involved in Houston Center, the city of the future, *now*.

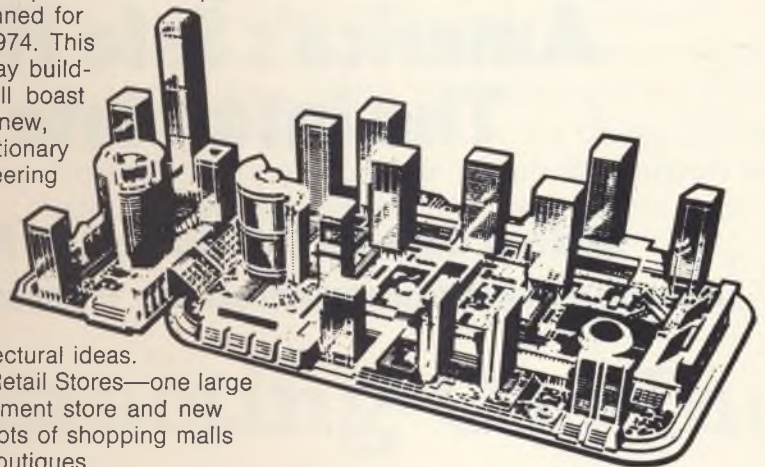


For further information, write:



**Houston Center Corporation**  
P. O. Box 2521  
Houston, Texas 77001

A Subsidiary of  
**Texas Eastern  
Transmission Corporation**



**Complete the Interstate  
Highway System NOW  
So All Americans  
Can Drive  
All America.**



**When Your Important Business  
in Miami is Completed, Drive Away on  
America's Safe Highway's -  
The Interstate System.**

**Seaford Construction Co., Inc. ■ First State Enterprises  
Diamond State Construction Co. ■ Eastern States Construction Co.**





The highway system of Delaware is an important part of the highway system of our nation. We are proud of the part we have played in developing the backbone of the transportation network of the United States of America. We must continue to provide support for a safe and efficient national highway network.

## **Wilson Contracting Co., Inc.**

211 S. DuPont Boulevard, New Castle, Delaware 19720



Engineer: E. A. Anderson and Associates

## Koppers modular floating boat docks are all fun and no work.

Add the fun of water sports to your recreation program without adding to your maintenance burden. Add Koppers modular floating boat docks.

Installation's a breeze.

The pre-built docks are ready for the water when delivered. Even the hardware to connect the modules is in place. All you do is place the modules in the water, float into position, connect by bolts and anchor. The result is an inviting and complete docking facility with no maintenance work in store.

A Koppers dock can't sink. It floats on a buoyant Dylite® polystyrene

foam block. The block is encased in a super-tough Dylan® polyethylene pan with a cover sheet to protect it from damage by impact, oil, gasoline, vermin and marine borers.

The stained wood decking takes care of itself, too. Clean, handsome Cellon® pressure-treated wood is lastingly protected against decay. Finger-jointed deck boards provide a continuous, easy-to-walk-on surface.

Two dock styles are available—a basic model and a service model that has a hidden channel for utility lines. Modules come in many widths and lengths, and in 16" or 24" free-

board heights. And being modular in design, changes in layout can be made at any time.

All fun and no work adds up to smart park planning. To receive descriptive folder W-641, write Forest Products Division, Koppers Company, Inc., 750 Koppers Building, Pittsburgh, Pennsylvania 15219.

72-8

**KOPPERS**  
Engineered  
Products

# PET "DIVERSIFIED"

Pet Incorporated is a diversified company, with sales approaching \$800,000,000. We've diversified from a single product organization to become one of the largest, fastest growing companies in the food industry. Each year we add new products and services, pushing profits to all-time peaks while satisfying new demands for consumer foods. What are those big growth areas Pet Incorporated has expanded into? Here goes:

## SPECIALTY RETAILING

We cater to the traveler. That's why Stuckey's is the highway stop sign for travelers at more than 300 locations along the nation's interstate highways. And what would people do without our 9-0-5 and Vendome



"one-stop" party centers for wine, liquor and snacks?

Our planned acquisition of Medicare Pharmacies offers us a new opportunity for rapid expansion.

## SPECIALTY FOODS AND CONFECTIONS

Feast your eyes on our specialty lines of fine foods. Some of our brands are Pet, Compliment, Reese gourmet foods,

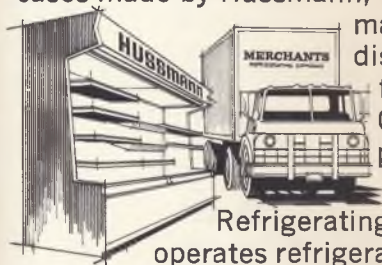


Old El Paso, Gulf Belle and Orleans, Whitman's,

Musselman's, BC Breakfast Cocktail and Segó.

## STORE ENVIRONMENTS AND REFRIGERATION SERVICES

We store these frozen assets in display cases made by Hussmann, the world's largest manufacturer of display equipment for food stores.



Our other Pet performer is Merchants Refrigerating Company, which operates refrigerated warehouses and distribution services.

## FROZEN FOODS

People know these Pet products under the names of Downyflake, Milady, Pet-Ritz and Schrafft's. They're part of our frozen assets.



## MILK AND ICE CREAM

We still make good old Pet evaporated milk. But we also process and distribute fresh milk and ice cream throughout the southeastern states.



## SNACK FOODS

Laura Scudder's, Red Seal and Dentler-Facs are our fine names in the exciting snack food market. We concoct everything from chips to nuts!



## AWAY-FROM-HOME EATING

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ALLIS-CHALMERS

# Traffic Jams Pollution Water Shortage Transportation Expense Control of Environment Power Shortage Handling Costs Steelmaking Technology

## Common problems for a company of uncommon enterprise.

**Traffic Jams:** Dravo can engineer, design and construct mass and rapid transit systems.

**Pollution:** Dravo designs and builds facilities for treatment of municipal sewage, industrial waste and process water.

**Water Shortage:** Dravo engineers and constructs plants to desalt sea water, builds giant water-storage dams and aqueducts.

**Handling Costs:** Dravo produces equipment and systems for efficient loading and unloading, stocking and reclaiming of bulk materials.

**Control of Environment:** Dravo manufactures equipment that provides year-round control of temperature in commercial and industrial facilities.

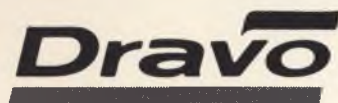
**Power Shortage:** Dravo designs and builds nuclear, fossil-fuel and hydroelectric generating stations as well as complete transmission and distribution systems.

**Transportation Expense:** A Dravo subsidiary provides economical barge transportation. And Dravo is one of the largest builders of boats and barges for inland waterways and harbors.

**Steelmaking Technology:** Dravo engineers and constructs facilities for continuous casting, oxygen steelmaking, vacuum degassing, iron ore pelletizing and other processes.

Dravo Corporation  
Pittsburgh, Pennsylvania 15222

A company of uncommon enterprise

The logo for Dravo Corporation, featuring the word "Dravo" in a bold, italicized, sans-serif font. The letter "v" is stylized with a horizontal bar extending to the right. The entire logo is underlined with a thick, dark horizontal bar.

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**To make it with babies  
and mothers...  
you have to start at  
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And with makers of disposable diapers.

That's why they came to us to develop a barrier film for diapers that had the precise combination of softness, flexibility and water-proofness they needed.

Our VISPOSE™ polyethylene film more than filled the bill. And not just for diapers. But for a whole growing range of other disposables like sheets and pillowcases. Sterile gloves, gowns

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You know how fast Florida's economy has grown. But did you know how big a role Southeast Banks played in that growth?

Well, as the biggest banking group in Florida, we've been able to provide much of the loan money that's fed that growth. In fact, any of our banks can loan your business up to \$2 million at a crack.

And as Florida's trade with Latin America keeps expanding, we're there to help you too. With very influential connections all throughout South and Central America.

You'd probably be amazed at all the ways Southeast Banks can help your Florida business grow. Just stop in any of our 15 banks. We'd be happy to show you.

While Florida's economy may not be dependent on the sun anymore, her outlook has never been brighter.

The First National Bank of Miami and Southeast Banks at Coral Way, Dadeland, Deerfield Beach, Dunedin, Fort Lauderdale, Hollywood Hills, Jacksonville, Jacksonville Beach, Melbourne, Miami Springs, Miramar, Orlando, Satellite Beach and Tampa.

**THE SOUTHEAST BANKS** 

**IT WASN'T LONG AGO ALL FLORIDA HAD TO SELL  
WAS THE SUN.**







## Discover the art of minting at The Franklin Mint

*Special invitation to come visit us.*

at the world's largest and foremost private mint, the finest proof coins and medals are produced. How we make them makes for a fascinating guided tour — fun for you, your children, your group.

Our unique \$10 million plant includes a 600-foot-long enclosed visitor's gallery which allows you to actually see the many exciting steps involved in the art of minting. You'll view the only silver bullion continuous casting operation installed in any mint.

Your tour will include seeing the actual coining process, the proof coining room — a room so clean that the entire 150,000 cubic feet of air is changed and purified every 90 seconds... and an intriguing exhibit of how a coin is made — from the original idea to the finished product.

You will have the opportunity to view an award-winning color film, "Of Art and Minting" — the first

comprehensive cinematic exploration into the world of medallion art. Filmed on location here and abroad, it shows how art medals are designed and sculptured, engraved and struck... what a proof finish is, how it is achieved and why it is so desirable... and many other interesting facts about the art of minting.

Our gift shop, the last stop on your tour, has lots of unusual and delightful items, and you are welcome to browse.

Tours are conducted by advance arrangement, Monday through Friday, every half-hour between 9 a.m. and 3 p.m. Arrangements may be made by writing to The Franklin Mint Tour Office, or by calling 215-459-6168.



**THE FRANKLIN MINT**

U.S. ROUTE 1 (south of Media)  
Franklin Center, Pennsylvania 19063

# THE NATION'S GAS SHORTAGE

## It does not have to be

It is vital to the over-all public interest that this nation's gas supply shortage be solved. Scarcity of this highly desirable form of clean energy is a threat to the national interest and is inconsistent with our national environmental and economic goals. It can and must be avoided.

The gas supply shortage can be solved through the following realistic public policies:

**1.** Permit a price structure for natural gas that will recognize its true value in relation to alternate fuels.

**2.** Establish an orderly and accelerated public lands leasing program, both offshore and onshore, to encourage vital natural gas development in these areas.

**3.** Assure that contracts for interstate sales approved by the Federal Power Commission can be relied upon by producers and consumers.

**4.** Encourage forthwith the development of the tremendous potential from Alaska and the Arctic Islands by resolving the problems which are delaying construction of pipeline facilities for both oil and gas located in those highly prolific areas.

**5.** Accelerate government participation in coal gasification research to make available to our nation's

consumers the energy from our vast domestic coal resources in a manner most compatible with our national environmental needs.

**6.** Expedite the importation of liquefied natural gas, hydrocarbon feedstocks, and crude oil used in gasification as an expeditious and necessary means of supplementing natural gas supplies.

**7.** Encourage additional government-industry research efforts to stimulate production from extremely impermeable geologic formations containing major known gas supplies.

☆☆☆

As these recommendations suggest, the potential resources for solving the gas portion of our nation's energy shortage are impressive. *This gas shortage benefits no one and works to the detriment of many.* It is a shortage which simply does not have to be.

**AMERICAN GAS ASSOCIATION**

1515 Wilson Boulevard, Arlington, Virginia 22209

# Profit - Power For America's Progress

**For Nearly Two Centuries America's Investment Firms Have Provided Effective Assistance in Placing Capital Where it Can Produce the Technical, Scientific, Educational and Social Improvements that America Wants.**

The challenges facing American industry in the coming years include the demands of the world's exploding population for more and better housing, education, transportation, communications, medical care and nutrition.

In keeping with the successful traditions of America's free enterprise system, the power behind industry's growth will be the investment decisions of hundreds of thousands of our citizens and thousands of institutions whose objective is to keep their investment dollars both usefully and profitably employed.

At Harris, Upham & Co. we are aware that the most profitable investment opportunities lie with those companies which are applying their stockholders' capital and retained profits most efficiently for the service of their customers, our country, and, in many cases, the world.



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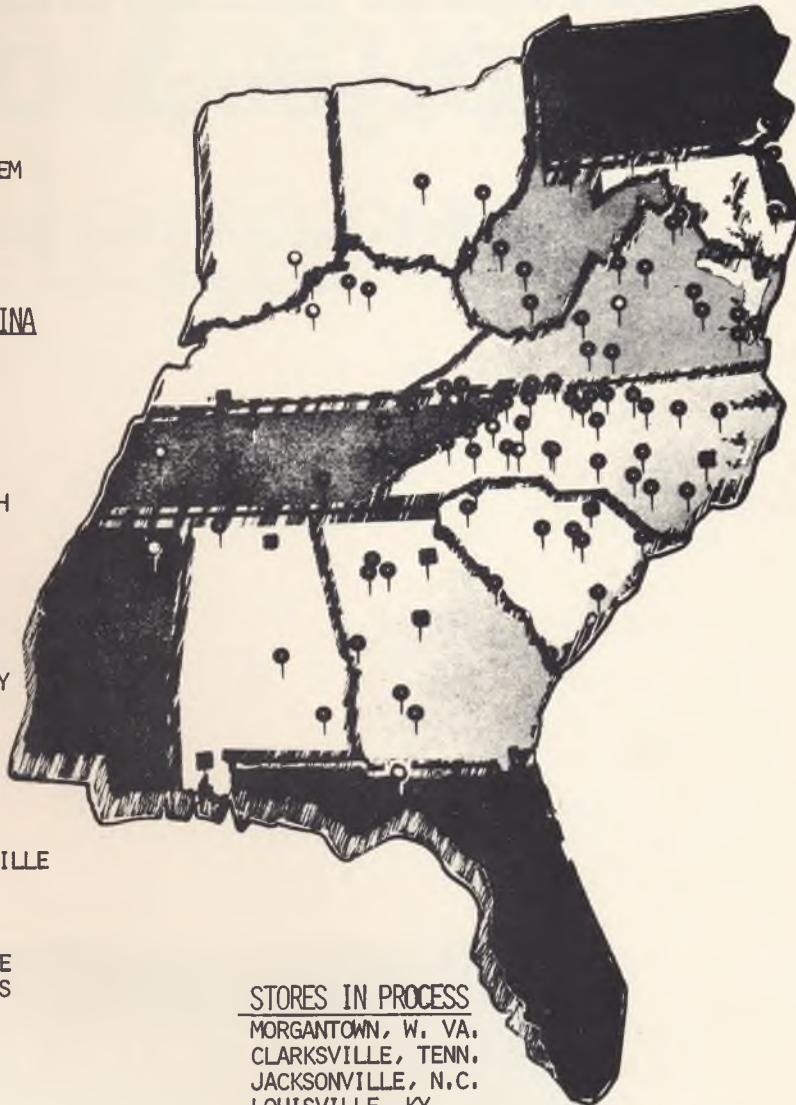
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# Welcome Delegates!

Continental  
Oil Company

**If there hadn't been  
a past...there  
wouldn't be a future.**



**Herbert Stockham**  
Chairman

The free enterprise system, the right of self-determination, the right to compete without undue interference and hard work built the past.

These same cornerstones are also the keys to America's future.

It is the duty of American Businessmen to voice their political convictions in order to guard against any encroachments that would destroy these cornerstones.



Birmingham, Alabama 35202





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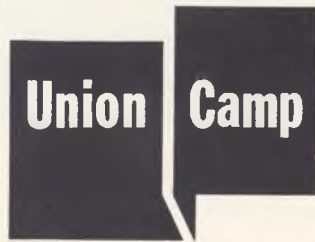
**George Olmsted**

*Chairman and President*

**INTERNATIONAL BANK**

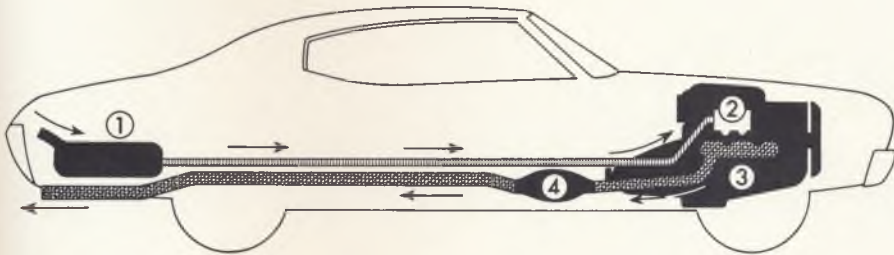
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# Welcome Delegates!



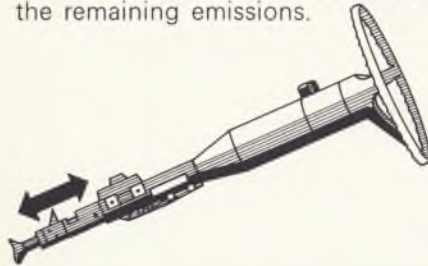
# GM is doing it...

*Everybody wants to find ways to make the air we breathe cleaner and the cars we drive safer. Here are some of the ways General Motors has been addressing itself to these areas of vital concern.*



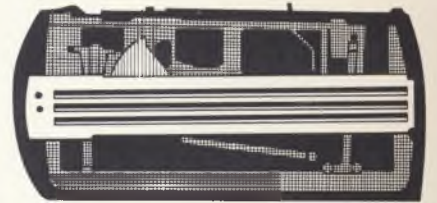
All new GM cars have controls that limit the escape of gasoline vapor into the air from the fuel tank (1) and the carburetor (2). Engine modifications (3) have also been made, to make sure gasoline is burned more completely. These changes mean that today's GM cars, on the average, emit over 80% fewer hydrocarbons and 65% less carbon monoxide than uncontrolled cars, and about 30% less oxides of nitrogen. In addition, all 1971 and 1972 GM cars have engines designed to run on regular, low-lead or lead-free fuels. This means even lower exhaust emissions today, and could make possible the development of

a new catalytic converter system (4), that would drastically reduce the remaining emissions.



Since the first electric headlamp, GM has been working on ways to make cars safer. In 1966, General Motors pioneered the energy-absorbing steering column. It compresses, upon severe impact, to help protect the driver in a collision.

In 1968, General Motors developed the Side-guard door beam for added protection against side impacts.



GM's most recent safety improvements include a new, double-shell roof construction with a contoured inner panel to help reduce the possibility of head and neck injuries. And a new impact-resistant windshield glass, which is less likely to produce lacerations if broken.



Another development, the GM Infant Safety Carrier, gently restrains infants within its protective contours. And most important, it has been proved a lifesaver in actual use.

## are you?

Cleaner air and safer driving are possible only if you do your part. Don't drive if you've been drinking.



Maintain your car in safe operating condition. Have your anti-pollution

devices checked periodically. Observe traffic laws. Wear your lap and shoulder belts. Don't litter our roads. Use regular, unleaded or low-lead gasolines whenever possible.

Let's all do our share.

GENERAL MOTORS CORPORATION

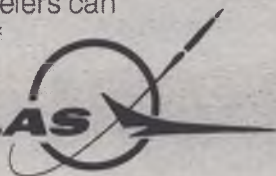




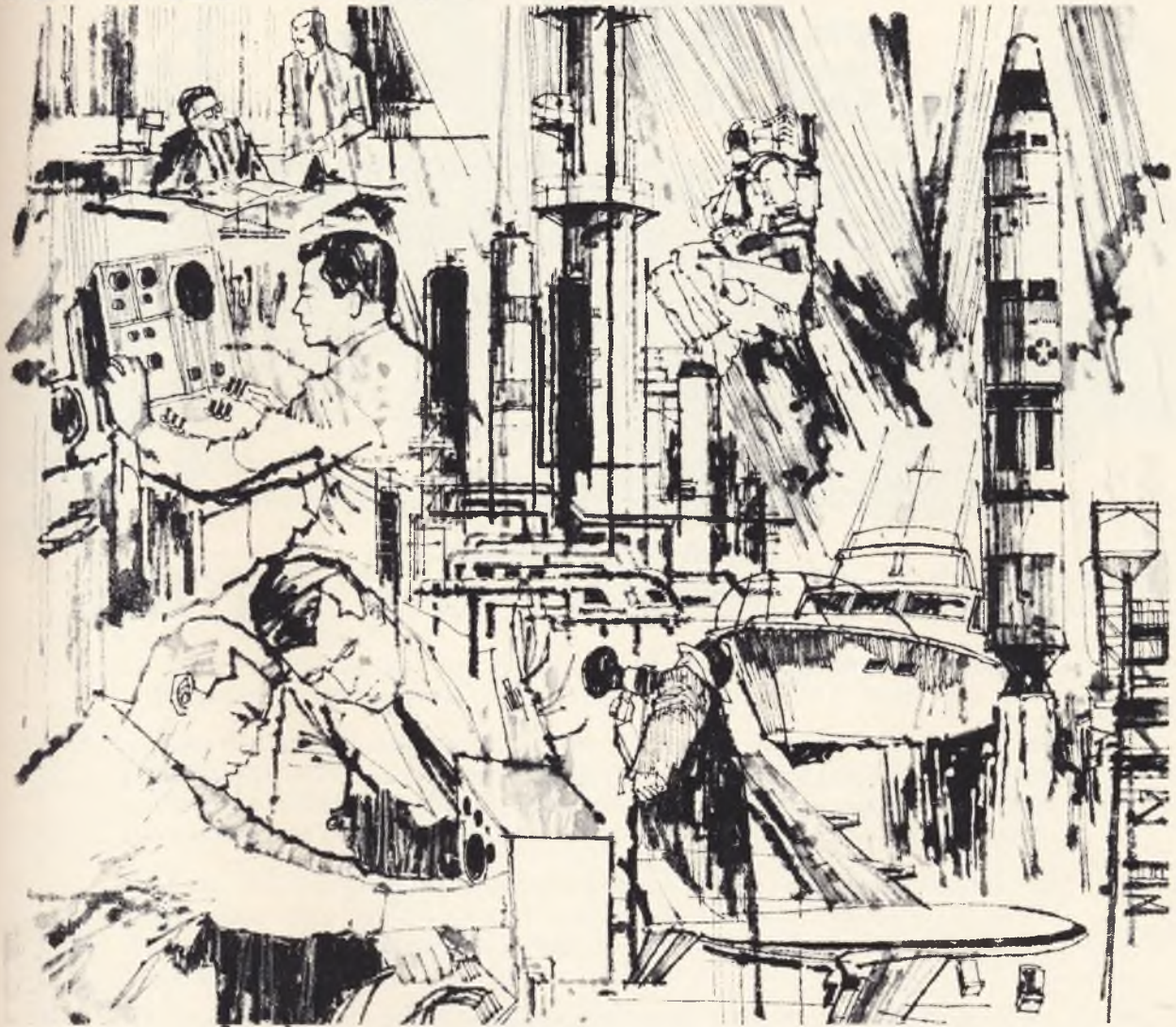
## We're perfecting the sure miss.

We've developed a new concept in airborne collision avoidance. It uses time reference technology—the precise measurement and division of time—to let thousands of aircraft converse automatically. It alerts pilots of converging aircraft and instantly directs the evasive action they should take. □ A leader in air and space systems for 52 years, McDonnell Douglas responded to the need for anti-collision devices by creating a new technology to solve the problem. Our imaginative and practical time reference system meets the immediate needs of air traffic control, and can grow to meet increased traffic volume in coming decades. □ Our system, called EROS, has already been flight tested by the airlines' Air Transport Association, United Air Lines, and Piedmont Airlines. And we have developed MicroCAS for general aviation aircraft. With the introduction of these systems, all air travelers can look forward to collision protection, regardless of the size of aircraft in which they are flying.

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Since its incorporation in 1917, Walter Kidde & Company, Inc. has pioneered in the development and manufacture of safety, security and protection products and equipment. Today's needs of homeowners, builders, schools, industry, the military and public safety agencies call for more sophisticated methods which Kidde meets through continuing introduction of new products employing advanced technology and design. Kidde today offers a broader range of safety, security and protection equipment and services than any company in the world.

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# it's been a long hard fight



## ... and we've been losing!

Losing jobs. Losing industry. Losing growth potential. Losing influence in domestic and international markets. Losing our competitive edge.


There is an urgent need to connect the Ohio River with the Great Lakes and the St. Lawrence Seaway with a waterway — completing our National inland waterway system. Historically, areas which have had access to low cost water transportation have experienced the best economic growth and development.

George Washington first perceived the linkage of the Great Lakes and the Ohio River. For over 50 years, the citizens of this Ohio/Pennsylvania industrial heartland have led the fight for a connecting waterway. The need is clear.

Direct water access would bring low cost transportation to the already hard-pressed steel industry of eastern Ohio - western Pennsylvania. It would open up the area to other heavy industries and provide added jobs for thousands. All industries including the railroads would benefit. Direct water access would mean more business and more prosperity for everyone.

Hopefully, positive action will soon be taken which will provide the long overdue last link for our Nation's great waterways.

Youngstown Sheet and Tube Company, the nation's 8th largest steel producer, pledges its support to this project. The hard working people of our area deserve all the benefits and opportunities that a waterway can provide.

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Call us for the finest flat rolled, tubular and bar products . . . we're the professional steelmakers.

# Welcome Delegates!

**Commonwealth Oil Company**



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wishes to  
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attending the  
1972 REPUBLICAN  
NATIONAL  
CONVENTION  
in Miami,  
Florida**

## **USF: a profile**

Piggybacking, containerization, roll-on/roll-off shipping, truck-rail coordination . . . these are the principal transportation techniques utilized by United States Freight Company subsidiaries to move billions of pounds of commercial and government traffic annually between thousands of points in the 50 states and between the U.S. and many parts of the world. A holding company whose interests span every major form of intermodal land, sea and air transportation, USF was incorporated in the State of Delaware on May 16, 1925 although its origins actually date back to the founding of a predecessor freight forwarding company in 1900.

The bulk of USF subsidiary operations can be classified into three major revenue-producing categories, or "product lines": FREIGHT FORWARDING, the company's principal business, including international containerization and the movement of household goods; MANUFACTURING AND SALES; and FOREIGN FREIGHT FORWARDING AND MARINE. The remainder of USF operations are principally in motor transport, warehousing, domestic and international air freight forwarding and equipment leasing. USF and its subsidiaries employ 6,989 people, operate hundreds of terminals and offices in the U.S. and abroad.

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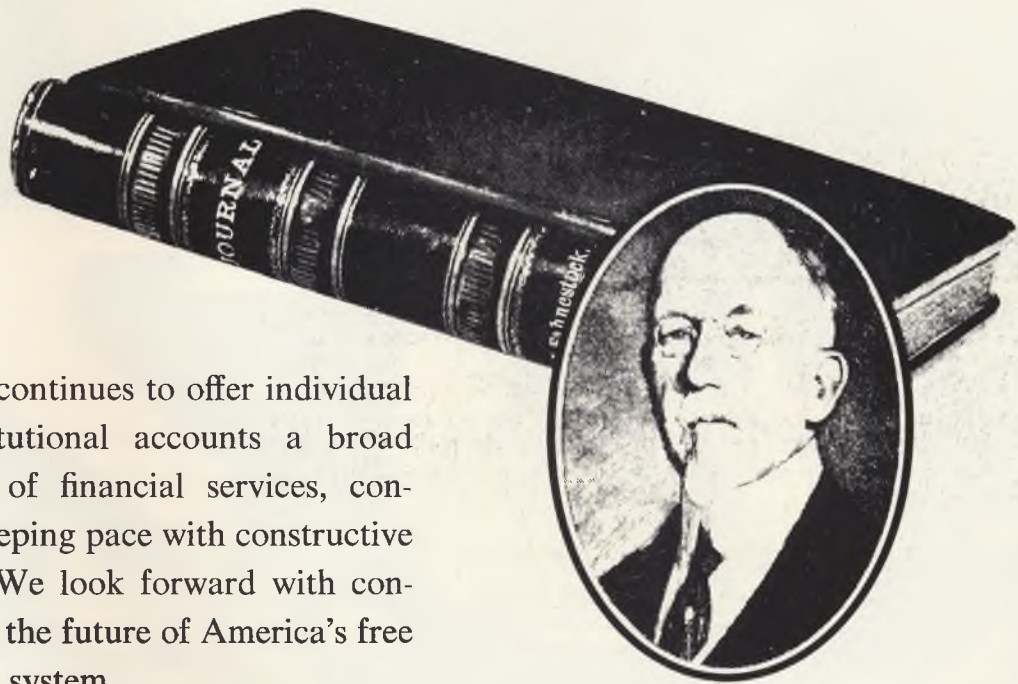
**Balfour**

ATTLEBORO, MASSACHUSETTS 02703

On May 10<sup>th</sup>, 1881, 91 years ago, William Fahnestock made this entry in this journal:

May 10<sup>th</sup> 1881

Father, J.S. Brown and I formed a copartnership  
under the firm name of Fahnestock Co.  
Brown and self being general partners  
and Father special



Our firm continues to offer individual and institutional accounts a broad spectrum of financial services, constantly keeping pace with constructive changes. We look forward with confidence to the future of America's free enterprise system.

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**There's only one  
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than football.  
My Hamilton Beach  
Butter-Up Corn Popper.**

*Joe Namath*



If there's one thing Joe can't keep his hands off it's hot-buttered popcorn. That's why he fell in love with the new Hamilton Beach Butter-Up Electric Popper. It's the only popper that butters its own popcorn as it pops!

You just set the butter in the exclusive butter cup and watch things start popping. It's so automatic you never have to scramble around. And it even comes with a unique screen to block out the unpopped corn—so

you don't get hit with a lot of teeth-rattling kernels.



The Butter-Up Popper *only* from Hamilton Beach. Joe says it makes the greatest hot-buttered popcorn. And there's nothing Joe enjoys more than popcorn. With one possible exception.

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Architectural Lighting.**



**Weil-McLain Company, Inc.**  
Dallas, Texas

# A tree's shape helps it fight for its life. Can you guess why these five have survived?

The shape of a healthy tree can tell you much about how that tree has won its struggle for existence against weather and competing species. It may be that its wide branches and dense foliage have shaded out other trees. Or its symmetry has allowed the sunlight to reach more leaves, making more food to build a stronger, taller tree. Or perhaps the species, like some

of those shown here, has developed unusual shapes that help it to thrive under extremes of cold, wind and moisture.

Knowing how a tree survives and grows is important to St. Regis. From its wood we develop thousands of modern wood-based products ranging from industrial and supermarket bags to plywood panels, kraft paper, printing paper

and corrugated containers . . . major items in a broad product family that includes plastic films, laminates of foils and fiber glass, food-processing equipment and total packaging systems.

That's why we're concerned with protecting and renewing America's forest resources. To maintain their usefulness and beauty for generations to come.

## ST REGIS

**Baldcypress.** This southern conifer has a broad, sturdy base underwater that tapers upward. Some of its roots arch above the water as "knees" that may help supply air and support the tree.



**Sugar maple.** In an open meadow, this handsome tree develops a symmetrical form that speeds its growth. A broad crown of food-making leaves grows from the thick branches that are supported by a massive trunk.



**Paper birch.** This tree with snow-white bark grows to the edge of the arctic tundra. One reason it can survive is that its supple trunk, supporting a light crown of foliage, can whip in strong winds without snapping.



**Balsam fir.** Dense needle foliage helps this northern tree to compete. After a fire, it may gradually grow above birches and aspens, shutting out light from those broadleaved trees.



**Black spruce.** A much taller tree at lower elevations, this species survives on high slopes in stunted shrub form. Its top is constantly pruned by the wind, but its branches continue to grow close to the ground.







**This picture shows all the benefits  
of Weyerhaeuser tree farms – except one.**

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These are the natural benefits of privately owned tree farms.

What's missing in the picture? The tax-producing value of these forests.

Every acre is contributing property taxes, timber taxes and business taxes. For local, state and federal governments. To help new school construction. New highways. And other services.

If these taxes were not realistic, they could push costs so high tree farmers

would operate at a loss. And that could mean the end of growing timber as a crop on private lands.

Fortunately, tree farm taxes usually take into account the long growing period of 60 or more years.

Consequently you can rely on our tree farms to keep producing wood, water, wildlife and recreation.

If you'd like our free booklet, "Trees and Taxes," write Box A-17, Tacoma, Wash. 98401. Include *your* zip code.



**Weyerhaeuser**



## We're helping build a better world.

In his book, *THE EVERGLADES*, Peter Matthiessen wrote: "Before this century is done there will be an evolution in our values and the values of human society, not because man has become more civilized but because, on a blighted earth, he will have no choice. This evolution... must aim at an order of things that treats man and his habitat with respect."

Since 1926, Gifford-Hill has grown and prospered on the earth's natural resources.

From a railroad construction and aggregate supply firm has grown a company that still supplies aggregates and produces ready-mix concrete, prestressed and precast concrete, concrete sewer and culvert pipe, concrete railroad ties and agricultural irrigation systems.

In addition, we have one of the nation's largest specialized trucking firms, and are involved in land development in the Dallas-Fort Worth metropolitan area.

We have more than 3,500 employees in 115 plants or offices in 20 states that serve an area from Texas to Nebraska and from South Carolina to California.

Ours is a history of change, necessitated by the need to keep abreast of market fluctuations and construction demands.

Yet one thing has remained the same.

The earth is still our prime source of materials.

For this reason, our commitment to the preservation of our environment is as paramount as our standards of quality.

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For your leadership. We support you because we, too, believe in the strength of our national purpose.

**Right on, Mr. President. We need you for the next four years to launch America positively into its third and most promising century.**

**Right on!**

  
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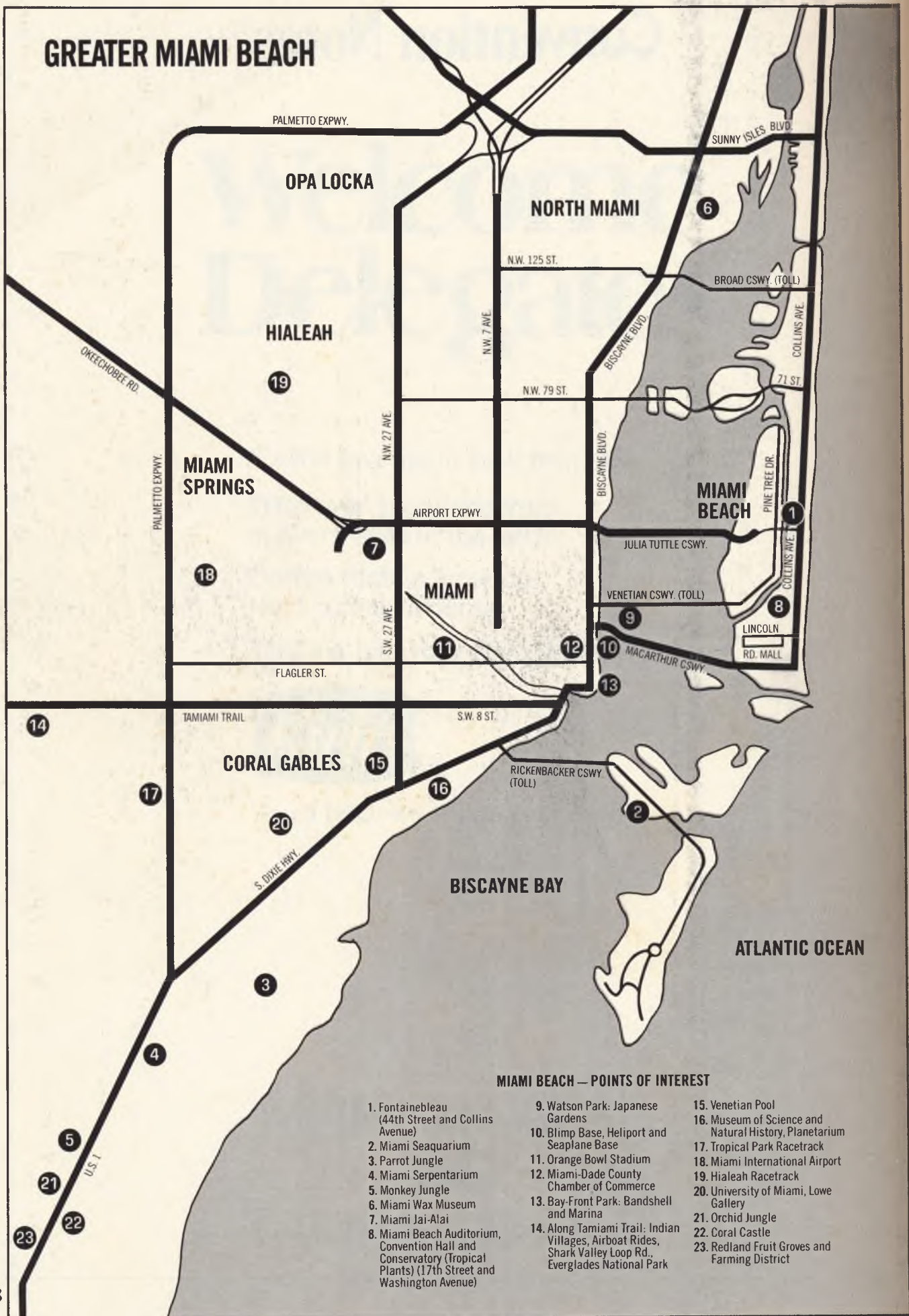
MIAMI JAI-ALAI  
AND  
TAMPA JAI-ALAI



# Convention Notes

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# GREATER MIAMI BEACH



## MIAMI BEACH — POINTS OF INTEREST

- |   |  |  |
|---|--|--|
| 1. Fontainebleau (44th Street and Collins Avenue)   | 9. Watson Park: Japanese Gardens   | 15. Venetian Pool                                      |
| 2. Miami Seaquarium   | 10. Blimp Base, Heliport and Seaplane Base   | 16. Museum of Science and Natural History, Planetarium |
| 3. Parrot Jungle  | 11. Orange Bowl Stadium  | 17. Tropical Park Racetrack                            |
| 4. Miami Serpentarium   | 12. Miami-Dade County Chamber of Commerce  | 18. Miami International Airport                        |
| 5. Monkey Jungle  | 13. Bay-Front Park: Bandshell and Marina   | 19. Hialeah Racetrack                                  |
| 6. Miami Wax Museum   | 14. Along Tamiami Trail: Indian Villages, Airboat Rides, Shark Valley Loop Rd., Everglades National Park | 20. University of Miami, Lowe Gallery                  |
| 7. Miami Jai-Alai   |  | 21. Orchid Jungle                                      |
| 8. Miami Beach Auditorium, Convention Hall and Conservatory (Tropical Plants) (17th Street and Washington Avenue) |  | 22. Coral Castle                                       |
|   |  | 23. Redland Fruit Groves and Farming District          |



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have a  
trunk  
up front.**

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have a  
great record  
to run on.**



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