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UNTIL 11:15 A.M. (EDT)

MAY 7, 1976

Office of the White House Press Secretary

THE WHITE HOUSE

FACT SHEET

Federal Assistance for the 1980
Winter Olympic Games



The President announced today that he is requesting legislation to provide for special financial assistance for the 1980 Winter Olympic Games, to be held in Lake Placid, New York.

The proposed legislation will:

- Give the Secretary of Commerce the responsibility for coordinating the Federal assistance for the construction of the permanent sports facilities required for the Games (estimated cost of \$28 million). The Secretary would use existing program authorities and budgets to the maximum extent possible, and could request additional appropriations, if needed, to finance the construction;
- Stipulate that the Federal Government not assume any special responsibility for financing other facilities or services which may be needed for these Games. These costs would be the responsibility of the State and local governments.

The sports facilities expected to be built with Federal financial support include:

- A new field house with two ice sheets and a seating capacity of 9,000;
- A 90-meter ski jump which would be the only one of its kind in the country;
- A 400-meter outdoor speed skating oval; and
- A luge run.

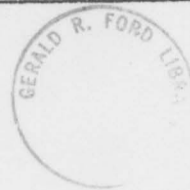
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FOR IMMEDIATE RELEASE

MAY 7, 1976

OFFICE OF THE WHITE HOUSE PRESS SECRETARY

THE WHITE HOUSE



REMARKS OF THE PRESIDENT
UPON HIS SIGNING
OF THE REQUEST FOR FUNDING
FOR FACILITIES FOR THE 1980 OLYMPICS

THE ROSE GARDEN

11:40 P.M. EDT

First, I wish to extend my very warm welcome to all of you who are here today, the representatives of the Lake Placid Organizing Committee, Philip Krumm, President of the United States Olympic Commistee, Gerald Zornow, Chairman of the President's Commission on Olympic Sports and other Commissioners of that body, distinguished Congressmen are also here, Gene Cowan, ABC host, spectacular coverage of the Olympics who brought the thrill of victory and the agony of defeat right into the living room for myself and millions and millions of other Americans who were watching those spectacular Olympic games, and finally and most particularly, to the seven athletes who won medals on our behalf in the 1976 Winter Olympic games in Innsbruk:

Today we are here to pay tribute to your recent accomplishments and to consider the future of American amateur athletics in the Olympic efforts of this country. I doubt whether anybody here, except the athletes themselves, fully understands the tremendous sacrifices that you and your fellow teammates have made over the years and at Innsbruk in order to successfully compete in the Olympic games.

I would like to thank each and every one of them on behalf of all Americans for the honor which their achievements have brought to our country and for advancing the cause of international fellowship.

Obviously, it makes all of us extremely proud of what you have done. I believe that the time is right for greater understanding and support of amateur athletic competition in this country. For this reason, I appointed a Presidential Commission on Olympic Sports last year to examine the nature of American athletic competition. Their report, due later this year, will assess the organization and the financing of amateur sports in this country and how it affects American participation in international competition, such as the Olympic games.

MORE

An important factor in the success of American Olympic teams is the availability of first class facilities for training as well as competition.

Many of the most thrilling events of the 1978 Olympics like the bobsled races and ski jumping events were held at facilities which required tremendous expenditures to construct. Europe, as we all know, has several speed skating rinks and a number of 90 meter ski jumps. The United States, I am sorry to say, has only one speed skating rink and no 90 meter ski jumps. As a result, American athletes in these events must spend long months abroad to prepare for competition or they must, on the other hand, limit their training.

America is very proud of her Olympic athletes and proud to have them take part in the great Olympic competition. I am proposing, therefore, legislation that will provide special financial assistance for the 1980 Winter Olympic games to be held at Lake Placid, New York. The funds will be used to build permanent sports facilities, including, among others, a speed skating rink, a 90 meter ski jump and a luge run. These facilities will not only be used for the 1980 Olympics, but will also be available for United States athletes to train on thereafter.

I know that many of the Senators and the Congressmen here today, like Bob McEwen of New York State, have worked hard to improve amateur athletics and to bring the 1980 winter games to the United States. Hopefully, the proposals that I am making and submitting to the Congress will permit the full realization of these goals.

Thank you very much.

END (AT 11:45 P.M. EDT)

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PM-Ford, Bjt, 490

By JONATHAN WOLMAN

Associated Press Writer

WASHINGTON AP - President Ford will join the "Bird" watchers at baseball's All-Star game tonight to cap a series of appearances that may be designed to steal some of the nation's attention from the Democratic convention.

With Mark "The Bird" Fidrych, who talks to baseballs, on the mound, more American television viewers may see Ford at the All-Star game than will tune in on the Democrats' convention in New York.

Although he has no substantive public duties on tap today, Ford will be quite visible, meeting at the White House with "the farm family of the year" and a group of foreign exchange students.

After the White House announced that Ford would speak Monday night at a convention here, reporters asked if the President was rearranging his schedule to make an appearance every night the Democrats were meeting.

Spokesman Ron Nessen said it would be wrong to suggest that Ford is setting his schedule "in some way to counter or top the Democratic convention."

The highlight of tonight's Democratic convention session is expected to be the rubber-stamping of a noncontroversial party platform. Two networks will provide gavel-to-gavel coverage, while ABC-TV telecasts the All-Star game.

Fidrych - known as The Bird because of an alleged resemblance to the wild-feathered bug-muncher on television's Sesame Street - is expected by many to be more of a draw than the Democratic platform.

There was debate in the White House about whether Ford should lay low while the nation's political attention was riveted to the Democrats, but it was understood that Ford's decision to attend the baseball game was made partly in anticipation of its expected huge TV audience.

Ford jokingly told National Exchange Club conventioners Monday night, "I made my speech especially short because I didn't want to deprive any of you of the opportunity of watching another convention."

He said he was making no great effort to watch the Democratic politicking himself, and, referring to tonight's Democratic session, he said, "I will be preoccupied" with the baseball game.

Tonight's politicking follows the departure of White House media adviser Robert Mead, who resigned after criticism of White House preparations for live telecast of last week's state dinner for Queen Elizabeth II.

Earlier Monday, Ford urged American Olympic officials to seek a reversal of a tentative International Olympics decision that could bar athletes from Taiwan from competing in the Montreal Olympics.

Nessen said Ford "hopes and really expects" that some solution will be reached that would permit the team from Taiwan to compete.

When asked about a possible withdrawal by U.S. athletes, the White House spokesman said, "It's too soon to progress to a question like that," in light of the President's reported optimism.

The controversy arose because the Taiwan team planned to compete as the Republic of China. Canada has diplomatic ties with the People's Republic of China, which resents Taiwan's use of Republic of China.

307 ¶ Remarks at the First Football Hall of
Fame Dinner, New York City. *October 28, 1958*

1974 DEC 24 PM 1 54
Mr. Tolson, Mr. Loche, my old chief, General MacArthur—
and my Friends:

It is really unforgivable for an old soldier to be surprised. This he tries to do to someone else, but he is likely to encounter defeat if he is himself careless. Long ago I accepted this wonderful invitation, but only a few minutes ago did I realize that I, an obscure football player of a good many years ago, was to get this gold medal. I thank you all.

Most of you know that I have been out politicking. So, one of the few things I have not been accused of in recent weeks is understatement. But I am guilty of exactly that when I say I am honored and gratified by your invitation to join this distinguished company this evening.

Now I did not bring with me a formal address. But long since I have learned that, only by reducing to writing such thoughts as I want to communicate to any audience, can I be sure of applying any effective curb to the garrulous tendency that sometimes afflicts me as an old soldier.

Indeed, so bare did I feel was my cupboard of good subjects for an after-dinner talk, that I am prompted to tell one story, not about football, but about a very great football player and coach when he was a very small boy. The hero—or villain—was Bo McMillan.

Bo grew up in a small Texas town, where he had the reputation of being the best behaved boy in the whole village. One Sunday morning the town constable, walking down the street, saw Bo standing in front of the village jewelry store, and strangely he had a very large brick in his hand. He stood there at least ten minutes, and suddenly he threw that brick right through the plate glass window.

Stunned, the constable asked Bo how a model boy could ever do such a thing.

"Well sir," said Bo, "you see I'm a Catholic—and today I'm on my way to confession. And my trouble is, sir, I was just a mite short of material!"

Short as I am, I do want to give sincere congratulations to each of your honored guests on having been selected for the Silver Anniversary Awards. And likewise, I render my salute to the players and coaches who this year join the all-time greats in Football's Hall of Fame.

Now beyond that, it does seem to me that I might be able to suggest a few ideas on the value of football and other sports in exciting and developing the spirit of competition, so important to our country.

Wherever human liberty is respected, competition is the animator of progress. In football, in business, in politics, in the trades, professions and the arts, the normal urge to excel provides one of the most hopeful assurances that our kind of society will continue to advance and to prosper. Morale—the will to win, the fighting heart—are the honored hallmarks of the football coach and player. Likewise, they are characteristic of the enterprising executive, the successful troop leader, the established artist and the dedicated teacher and scientist.

This morale—this will, this heart—we need not only as in athletic teams as individuals, but collectively. And we need it in business organizations; indeed, in the nation.

For there is another kind of competition which America must meet—ponderous, persistent, deadly. It is clever and powerful, and it is out to win, by whatever means and at whatever cost. It plays no rules save its own.

My friends, that is the competition we are up against today, and we know that the contest is likely to be long and tough. But our team is made up of every individual in America. And we need to make each one of them the best player that can be put on the field.

This requires fitness—fitness in its deepest and broadest sense. We know that fitness is far more than a healthy body. It is more than an alert, disciplined mind. Fitness is the sum of all values which enable a man to act effectively in his nation's behalf in this great contest in which we are engaged. In this meaning, fitness is the individual's maximum development for the nation's good.

Within our trust is a whole generation of Americans who soon will be making this country's decisions, and will be generating as well as guiding its great power. Their success will be largely determined by the opportunities we give them to prepare themselves for the test. Thus youth fitness, in all its dimensions, is the proper concern of every single American. To this task the inspirational football coach is as dedicated as the most respected professor. And the whole field of sports contributes mightily toward that objective. So, also, do other movements keyed to the service of youth: Boy Scouts, the 4-H and FFA Clubs, the YM and YWCA's, Youth Centers and church-sponsored youth groups.

These things build morale, an indispensable ingredient of success in any human organization. And in the nation it is vital. Morale comprehends many things, most of them intangibles, spiritual in nature. In a free people the very basis of morale is a clear understanding of the deathless truth for which our nation stands—that man's dignity and liberty are the cornerstones of our political, economic and social structure. This is the concept for the defense of which our forefathers were ever ready to give their all.

This kind of development cannot be brought about by acts of Congress or policy statements by public officials. Our young cannot be made fit by governmental edict. The nature of the objective is such that it can be attained only by the voluntary action of private individuals. Men and women, boys and girls, working together in their homes, churches, schools and civic organizations will accomplish what no amount of government planning, ordering and spending can ever do.

The power generated by a democracy is the aggregate of all decisions and all actions by the sum total of its citizens. Nothing constructive ever emerges from government, from business, or from anywhere else, until a person, by himself or with others, puts his head, his hand and his heart to a clear objective of his own choosing.

It is what you and I think, what you and I believe, what you and I are ready to work for, to sacrifice for. It is what you and I are ready to do for others as well as for ourselves. This is what determines the level of America's greatness.

And this leads me to express one hope, in which I trust you will find no partisan impulse or motive. Certainly I intend none. It is that every American will make himself a competitor in good citizenship, and so doing will vote his convictions on November fourth.

Before this audience, I should especially like to make an appeal to every athlete, active or retired, that he will not visit a golf club, a shooting field, a fishing stream, or take part in any recreational activity of any kind on that day until after he has voted.

Again let me express my deep appreciation of the great courtesy and honor you have accorded me, my thanks to you for a very fine evening, my congratulations to our honored guests, and my very best wishes for another wonderful football year!

Thank you very much.

NOTE: The dinner, sponsored by the National Football Foundation and the Football Hall of Fame, was held at the Hotel Astor. The President's opening words referred to George Murphy, toastmaster, and Chester J. LaRoche, President of the Football Hall of Fame.

The gold medal to which the President

referred was the first to be presented annually by the Football Hall of Fame to a person dedicated to propagating the concept of amateur football. The medal was presented to the President "in recognition of a lifetime devotion to American college football."

308 ¶ Television Address Delivered in the Fifth Regiment Armory, Baltimore, Maryland.

October 31, 1958

Governor McKeldin, Senator Beall, Senator Butler, Congressman Devereux—all Republican Candidates—Fellow Americans:

I am grateful for your welcome. It is good to have partners and friends, especially when there's a battle to wage.

Now we are in a battle. We are in the last days of a political campaign that will, among other things, determine the complexion of the Congress for the next two years.

This campaign is a continuation of the efforts that we undertook six years ago in the cause of good government.

I pledged then that if elected, Republicanism would bring sane, progressive, and honest government to America.

We have done exactly that.

But our work is not complete.

And that is why I'm here tonight.

I want to talk to you here and to other thoughtful citizens across the country about good government, and how to keep it.

Now in my conviction, here in Maryland, this means re-electing your able Senator, Glenn Beall, who has steadfastly supported this Administration; it means electing your courageous soldier statesman Jim Devereux; it means re-electing Congressmen Ted Miller and DeWitt Hyde; and electing Fife Symington. Indeed, my friends, it means electing a Republican team here and across the nation.

Now I have been urging the election of Republicans, because of my

495 Statement by the President Upon Establishing Awards for Significant Contributions to the Export Expansion Program.

December 5, 1961

I AM DELIGHTED to be able to announce the revival of a great national symbol in a new and constructive context of national urgency.

The "E" flag that once flew over plants making notable records in war production now will fly over factories contributing significantly to the goals of international peace and prosperity. I call on both management and labor to exert their utmost efforts toward producing and selling in the world market. Here is the next great frontier we must cross. The United States must in the best traditions of American competitiveness and ingenuity, push forward with the development and sale of goods in all the markets of the world.

An increased level of exports is absolutely essential for a healthy situation in our international balance of payments. Such a healthy situation in turn will enable us to carry our international responsibilities for preservation of freedom.

I hope that all Americans will regard the new "E" symbol as an incentive to their best efforts.

More exports will mean a stronger America; a more prosperous America, and greater assurance of a free world.

NOTE: Executive Order 10978 "Establishing Presidential Awards for Significant Contributions to the Export Expansion Program" was issued by the President on December 5, 1961 (26 F.R. 11714).

496 Address in New York City at the National Football Foundation and Hall of Fame Banquet. December 5, 1961

Mr. LaRoche, ladies and gentlemen:

I want to express my thanks to you for this award. Politics is an astonishing profession—it has permitted me to go from being an obscure lieutenant serving under General MacArthur to Commander in Chief in 14 years, without any technical competence whatsoever; and it's also enabled me to go from being an obscure member of the junior varsity at Harvard to being an honorary member of the Football Hall of Fame.

Actually, there are not so many differences between politics and football. Some Republicans have been unkind enough to suggest that my election, which was somewhat close, was somewhat similar to the Notre Dame-Syracuse game. But I'm like Notre Dame,

we just take it as it comes and we're not giving it back.

I'm proud to be here tonight. I think General MacArthur, when he was Superintendent, really spoke about football in the classic way, because on so many occasions, in war and peace, I have seen so many men who participated in this sport—some celebrated and some obscure—who did demonstrate that the seeds had been well sown.

I am delighted to be here tonight and participating with you. This is a great American game. It has given me, personally, some of the most pleasant moments of my life—from last Saturday when I had a chance to see the Army-Navy game to a Harvard-Yale game I saw 40 years before.

And I'm also glad to be here tonight with some men who also gave me some of the most exciting moments of my life. Clint Frank, who I understand is sitting down there, whom I saw score 5 touchdowns against Princeton. Tom Harmon who scored 21 points on my 21st birthday in the first half of a game against California. Cliff Battles who made George Marshall look good at Boston way back in the thirties. And Jay Berwanger who's here tonight, who, when Chicago was tenth in the Big Ten, was on everyone's All-American. And Sam Huff, who campaigned with me through the coal mines of West Virginia—and he's even better at that than he is on Sunday.

So I'm like a good many other Americans who never quite made it—but love it.

I do see a close relationship between sports and our national life and I sometimes wonder whether those of us who love sports have done as much as we should in maintaining sports as a constructive part of this country's existence.

I will not enter into a debate about whether football or baseball is our national sport. The sad fact is that it looks more and more as if our national sport is not playing at all—but watching. We have become more and more not a nation of athletes but a nation of spectators.

Professional athletes—professional athletics—I believe has a great place in our national life, but I must confess that I view the growing emphasis on professionalism and specialization in amateur sports without great enthusiasm. Gibbon wrote two centuries ago that professionalism in amateur sports was one of the early evidences of the decline and fall of the Roman Empire.

Football today is far too much a sport for the few who can play it well. The rest of us—and too many of our children—get our exercise from climbing up to seats in stadi-

ums, or from walking across the room to turn on our television sets. And this is true for one sport after another, all across the board.

The result of this shift from participation to, if I may use the word "spectation," is all too visible in the physical condition of our population.

Despite our much-publicized emphasis on school athletics, our own children lag behind European children in physical fitness. And astonishingly enough, when Dr. Kraus and Dr. Weber recently went back, after 10 years, to Europe they found a sharp decline in the physical fitness of European children, because in the last decade mechanization had begun to get at them too.

It's no wonder that we have such a high proportion of rejections for physical reasons in our Selective Service. A short time ago General Hershey told me that since October of 1948, of some six million young men examined for military duty, more than a million were rejected as physically unfit for military service. A good many of these men would not have been rejected if they had had an opportunity, when younger, to take part in an adequate physical development program.

To get two men today, the United States Army must call seven men. Of the five rejected, three are turned down for physical reasons and two for mental disabilities. To get the 196 thousand additional men that we needed for Berlin, the government had to call up, therefore, 750 thousand men—and the rejection rate is increasing each year.

I find this situation disturbing. We are under-exercised as a nation. We look, instead of play. We ride, instead of walk. Our existence deprives us of the minimum of physical activity essential for healthy living. And the remedy, in my judgment, lies in one direction; that is, in developing programs

for broad participation in exercise by all of our young men and women—all of our boys and girls.

I do not say this in order to decry excellence in sports or anywhere else. But excellence emerges from mass participation. This is shown by the fact that in some areas of our Olympic Games, we have steadily fallen behind those nations who have stressed broad participation in a great variety of sports.

I believe that as a nation we should give our full support, for example, to our Olympic development program. We will not subsidize our athletes as some nations do, but we should as a country set a goal, not in the way the Soviet Union or the Chinese do, but in the kind of way that Australia and other countries do—perhaps in our own way, to emphasize this most important part of life, the opportunity to exercise, to participate in physical activity, and generally to produce a standard of excellence for our country which will enable our athletes to win the Olympics—but more importantly than that, which will give us a nation of vigorous men and women.

There are more important goals than winning contests, and that is to improve on a broad level the health and vitality of all of our people.

We have begun this year to make progress toward this goal with the new President's Council on Youth Fitness. The idea behind our youth fitness program is to give as many American boys and girls as possible a chance for a healthy physical development.

Coach Bud Wilkinson, who shook off the Washington—after losing his first five games finally got out of our atmosphere and went on to win his next five, and the Council staff, in cooperation with the Nation's leading educators and medical organizations, have worked out a basic physical fitness pro-

gram for our elementary and secondary schools. Pilot projects have been set up in a number of cities.

The results so far show the effectiveness of what can be done and the extent of the need. In Muskogee, Okla., for example, a city which prides itself on athletic achievement, which has had seven All-Americans in recent years, 47 percent of the students failed a minimum physical fitness test. Only a fraction of those who qualified could pass the more comprehensive test of physical capability. Yet only 6 weeks of participation in a daily 15-minute program of vigorous exercise brought about a 24 percent improvement among those who failed the first test.

Throughout the country we have found equally discouraging examples of deficiency—and equally encouraging examples of progress. I hope that every school district in this country will adopt our minimum program. I urge every parent to support the program and his own children's participation in it. I urge our colleges and universities to lay down basic standards of physical fitness. I urge the Nation's community recreation centers to provide more opportunity for those who are no longer attending school. And finally, I urge organizations such as this, with all of the prestige and influence which you bring to American life, to help establish more programs for participation by American boys and girls—by Americans young and old. In short, what we must do is literally change the physical habits of millions of Americans—and that is far more difficult than changing their tastes, their fashions, or even their politics.

I do not suggest that physical development is the central object of life, or that we should permit cultural and intellectual values to be diminished, but I do suggest that physical health and vitality constitute an essential element of a vigorous American community.

No one knew this better than the men of Greece, to whom our civilization owes so much. The Greeks sought excellence not only in philosophy and drama and sculpture and architecture, but in athletics. The same people who produced the poetry of Homer, the wisdom of Plato and Aristotle—they also produced the Olympic Games. The Greeks understood that mind and body must develop in harmonious proportion to produce a creative intelligence. And so did the most brilliant intelligence of our earliest days, Thomas Jefferson, when he said, "Not less than two hours a day should be devoted to exercise." If a man who wrote the Declaration of Independence, was Secretary of State, and twice President could give it 2 hours, our children can give it 10 or 15 minutes.

There's no reason in the world—and we've seen it tonight—why Americans should not be fine students and fine athletes. When I was young, Barry Wood used to play with Ben Ticknor football for Harvard—and hockey and baseball and tennis. He was a ten-letter man—and also the First Marshal of Phi Beta Kappa. And since then he has combined a life of leadership in the medical profession.

I have in Washington, as you know—and he is a friend of many of you—the Deputy

Attorney General, Byron White, who was simultaneously a Rhodes scholar and a half-back for the Detroit Lions, and the year that he led the league in ground gained rushing, was also number one man in his class at the Yale Law School. We can combine and must combine intellectual energy and physical vitality.

Theodore Roosevelt once said, "The credit belongs to the man who is actually in the arena—whose face is marred by dust and sweat and blood . . . who knows the great enthusiasms, the great devotions—and spends himself in a worthy cause—who at best if he wins knows the thrills of high achievement—and if he fails at least fails while daring greatly—so that his place shall never be with those cold and timid souls who know neither victory nor defeat."

The athletes in this room—you gentlemen—and your colleagues across the country have known victory and defeat, and have accepted both. I salute you.

NOTE: The President spoke at the Waldorf-Astoria Hotel in New York City. His opening words "Mr. LaRoche" referred to Chester J. LaRoche, President of the National Football Foundation.

The award to which the President referred is the Foundation's gold medal presented annually by the Football Hall of Fame to a person dedicated to propagating the concept of amateur football.

497 Address in New York City to the National Association of Manufacturers. December 6, 1961

Mr. President, and gentlemen:

I understand that President McKinley and I are the only two Presidents of the United States to ever address such an occasion. I suppose that President McKinley and I are the only two that are regarded as fiscally sound enough to be qualified for admission to this organization on an occasion such as this.

I have not always considered the membership of the NAM as among my strongest supporters. I'm not sure you've all approached the New Frontier with the greatest possible enthusiasm, and I was therefore somewhat nervous about accepting this invitation, until I did some studying of the history of this organization. I learned that this organization had once denounced on

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Dennis

JOHN McCALLUM AND CHARLES H. PEARSON



**COLLEGE
FOOTBALL
U.S.A.
1869 . . . 1972**

**OFFICIAL BOOK OF THE
NATIONAL FOOTBALL FOUNDATION**



FOOTBALL'S ELITE—THE GOLD MEDAL WINNERS



IN the turbulent world of college football many a hard kick is aimed at the game itself. The man who winces most sharply at this occasional roughing from skeptical educators and from football's often self-seeking family of coaches and players is Chet LaRoche, long-time president (now Chairman of the Board) of The National Football Foundation and Hall of Fame, and one of the best friends college football ever had.

To Chet LaRoche, football always has ranked with family, church and school as a "training ground for men of spirit and incubator of competitive fiber." As successful and hard-hitting a businessman in later life as he was a Yale quarterback 54 years ago, Chet always has been an evangelical admirer of the old-fashioned virtues of determination and grit. He is by temperament a man who seeks solutions in action (some years ago, annoyed with having to ransom his hat every time he ate in a restaurant, he started his own with Author-Artist Ludwig Belmans). To champion football's cause, Chet spearheaded the creation of the National Football Foundation and Hall of Fame "to mobilize the game as a vital force in preparing American youth for the competitive business of everyday living."

In 1958, LaRoche conceived and activated the idea of honoring great Americans who have contributed in a significant manner to college football and whose careers embody the highest ideals for which football stands. Today, the "Gold Medal Award" represents the highest individual honor which the National Football Foundation and Hall of Fame can bestow.

First recipient of the Gold Medal was Dwight David Eisenhower, on October 28, 1958, President of the U.S. and ex-football player, West Point '15.

Ten years later, at the 11th annual Awards Dinner in New York, the National Football Foundation and Hall of Fame's Awards Committee decided it was high time they honor the man whose credo was "never de-emphasize the value of winning"—Chester J. LaRoche.

In 1959, General Douglas A. MacArthur was the Gold Medal Award recipient. The multi-decorated war hero told an audience of 1,500: "The game has become a symbol of our country's best

qualities—courage, stamina, coordinated efficiency. In all my long public service, both in war and in peace, it is in the football men that I have found my greatest reliance."

And then General MacArthur told of a meeting he once had with President Franklin Roosevelt. "As I was about to terminate my tour as Chief of Staff and enter upon that long, lonesome, bitter 16 years of unbroken service in the Far East, President Roosevelt asked me to recommend a successor. I ran down a list of possibilities for him and when I had finished, he looked at me and asked, 'Which one is a football man, Douglas?' And, that was the one who replaced me as Chief of Staff—Malvin Craig, an Army back of the 1897 team. . . ."

From 1958 through 1970, winners of the Gold Medal Award included four Presidents, a Supreme Court Justice, leading educator, four captains of industry and business, and three famous football coaches. Each had, indeed, "distinguished himself by his service to football and his country." And each most certainly agreed with Chet LaRoche that in football, as in all athletics, "spirit must predominate over technique."



THE GOLD MEDAL

The Gold Medal Award represents the highest individual honor which the National Football Foundation and Hall of Fame can bestow. The recipient shall have contributed in a significant manner to college football and his career shall embody the highest ideals for which the game of football stands.

GOLD MEDAL RECIPIENTS

1958—Dwight D. Eisenhower
1959—Douglas A. MacArthur
1960—Herbert C. Hoover
Amos Alonzo Stagg
1961—John F. Kennedy
1962—Byron R. White
1963—Roger M. Blough

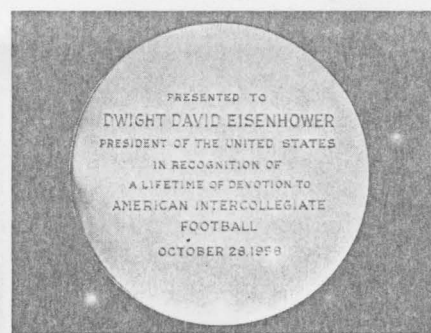
1964—Donold B. Lourie
1965—Juan T. Trippe
1966—Earl H. Blaik
1967—Frederick L. Hovde
1968—Chester J. LaRoche
1969—Richard M. Nixon
1970—Thomas J. Hamilton

THE FIRST ANNUAL FOOTBALL FOUNDATION AND HALL OF FAME AWARD

On October 28th, 1958 at the Astor Hotel in New York City, the first annual awards dinner of the National Football Foundation and Hall of Fame was held with Dwight David Eisenhower, President of the United States, Guest of Honor and recipient of the first Gold Medal Award.

The dinner was attended by over 2,000 guests, leaders in business professions and government. George Murphy, former MGM star and former Yale football player, was Master of Ceremonies. Gordon MacRae, ex-Syracuse star, the Sea Chanters of the U. S. Navy Band and the Whiffenpoofs of Yale sang. Herb Shriner with his humorous stories brought peals of laughter from President Eisenhower and made General MacArthur break into broad smiles. Tom Hamilton presented nine new electees to the Hall of Fame. Harry Stuhldreher, speaking on behalf of the new electees, expressed deep appreciation for the highest honor in sportsdom.

Ed Garbisch presented 60 of the members of the Hall of Fame who were present at the Awards Din-



General Eisenhower—Gold Medal Winner 1958

ner. Amongst the many prominent business leaders present were Raymond C. Firestone, President of Firestone Tire and Rubber; Norman Chandler, Publisher, Los Angeles Times; Frank Pace Jr., President General Dynamics Corp; William E. Robinson, President Coca Cola Co.; Juan Trippe, President Pan American Airways.

The late Frank Graham of the former New York Journal-American put it this way:

“It was a salute to Football the like of which the game never has known before.”

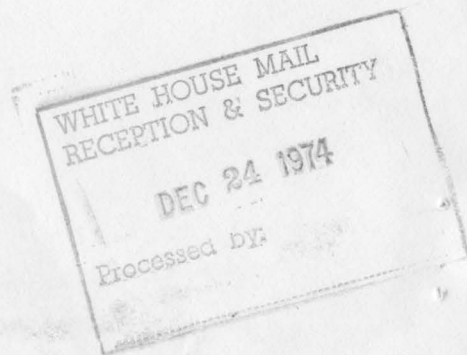


Dwight Eisenhower at Awards Dinner 1958

NATIONAL
REPUBLICAN
CONGRESSIONAL
COMMITTEE

512 HOUSE OFFICE BLDG. ANNEX
WASHINGTON, D.C. 20515

Mr. Paul Theis
c/o The White House
1600 Pennsylvania Avenue, N.W.
Washington, D.C.



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GOLF 2-26
WITH FORD

BY DAVID L. LANGFORD

LAUDERHILL, FLA. (UPI) -- IT WAS A DAY OF CLOWNING, FLIP TALK AND GOLFING TIPS BUT THE PRESIDENT OF THE UNITED STATES STILL HAD CONGRESS ON HIS MIND.

PRESIDENT FORD, CELEBRATING AT A COUNTRY CLUB RECEPTION WEDNESDAY NIGHT AT THE END OF A SLAP-HAPPY ROUND OF GOLF, SAID, "IT WAS GREAT TO BE HERE AND PARTICIPATE."

"BUT, YOU KNOW, I CAN'T QUITE GET ALL OF THE PROBLEMS OUT OF MY MIND EVEN ON A DELIGHTFUL DAY LIKE THIS."

FORD, DEMONSTRATING A POWERFUL DRIVER BUT A POOR PUTTER, SHOT A 28-OVER-PAR 100 IN THE CELEBRITY PRO-AM ROUND OF THE JACKIE GLEASON-INVERRARY GOLF CLASSIC IN A QUINTET WITH COMEDIANS JACKIE GLEASON AND BOB HOPE, PRO GOLFER JACK NICKLAUS AND NEW YORK BUSINESSMAN ELLIOTT KAHN, WHO CONTRIBUTED \$10,000 TO CHARITY FOR THE PRIVILEGE OF PLAYING.

AT A PARTY THROWN BY GLEASON, THE PRESIDENT SAID THE NIGHTCLUB COMIC ASKED HIM AT THE FIRST TEE WHAT HIS BIGGEST PROBLEM WAS.

"I SAID 'GOLF,' BUT WHAT WAS REALLY ON MY MIND WAS CONGRESS," THE PRESIDENT SAID.

BUT NICKLAUS, SHOOTING A COURSE RECORD 63 WHILE FINDING TIME TO HELP FORD WITH HIS CHIP SHOTS, THINKS THE PRESIDENT WAS ONLY JESTING. THROUGHOUT THE 18 HOLES, HE SAID, THE CHIEF EXECUTIVE DISCUSSED EVERYTHING FROM FOOTBALL TO CHILDREN BUT NEVER MENTIONED THE ECONOMY NOR THE ENERGY PROBLEM.

"THIS WAS HIS DAY OF ENJOYMENT," NICKLAUS SAID. "HE SAID, 'YOU WON'T HAVE TO ASK ME TWICE IF YOU WANT TO PLAY GOLF.'"

THE PRESIDENT SAID HIS ROUND WITH NICKLAUS, WHO BEAT GENE LITTLER'S RECORD ON THE INVERRARY COURSE BY TWO STROKES, WAS "ONE OF THOSE THINGS I'LL ALWAYS REMEMBER. I HAVE GREAT RESPECT FOR EXCELLENCE AND I WAS PLAYING WITH PEOPLE WHO EPITOMIZE THAT."

NICKLAUS RETURNED THE COMPLIMENT. "HE ACTUALLY COULD BE A GOOD GOLFER IF HE HAD AN OPPORTUNITY TO PLAY MORE."

A RECORD CROWD FOR A PGA TOURNAMENT OF 41,720 SURROUNDED THE FAIRWAYS TO WATCH THE CELEBRITIES.

BEFORE HOPE DROPPED OUT AFTER THE 14TH HOLE TO CATCH A PLANE, HE AND GLEASON KEPT THE CROWD ENTERTAINED. BUT THE GALLERY PROVIDED ITS OWN LAUGHS.

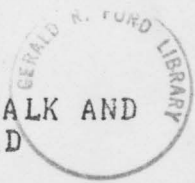
ONE WOMAN, PERHAPS TOO OLD TO WEAR THE BLUE BIKINI SHE DISPLAYED, SCOOPED UP A GLEASON CHIP SHOT JUST BEYOND THE EIGHTH GREEN. HER HUSBAND, IN AN ORANGE AND PURPLE COSTUME, TURNED RED IN THE FACE. THREE MARSHALS RAN TO HER, WAGGLING THEIR ARMS. HOPE GRINNED GLEEFULLY. NICKLAUS STARED DIPLOMATICALLY AT THE SKY AND THE PRESIDENT PULLED OFF HIS WHITE CAP AND SCRATCHED HIS HEAD.

AT ANOTHER POINT, A MAN WAVED HIS HANDS AT THE PRESIDENT, NODDED TOWARD A BEAMING WOMAN OF LARGE CHARMS AND SHOUTED, "PRESIDENT FORD, THIS IS MY WIFE."

THE PRESIDENT THREW BACK HIS HEAD AND LAUGHED.

AT ANOTHER STOP, HOPE STAGE-WHISPERED TO THE GALLERY, "PLEASE DON'T APPLAUD WHILE THE PRESIDENT IS SHOOTING. HE'LL RAISE MY TAXES."

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President's Golf 330

LAUDERHILL, Fla. AP - President Ford would make a fine golfer if he had time to develop it, says one of the sport's well-known professionals.

"Actually, the President could be a very good golfer if he had the time to devote to it, the time to practice it," says Jack Nicklaus.

President Ford played in Wednesday's pro-am prior to today's first round of the \$250,000 Jackie Gleason Golf Classic. The President competed as a member of Nicklaus' team along with host Gleason, Bob Hope and Elliot Kahn, a Great Neck, N.Y., businessman.

The President shot 100. He scrambled over the first eight holes but played his last 10 in only eight over par. He didn't make a birdie, but had three natural pars - net birdies with his listed 18 handicap. He had only one chance to help the team, and Nicklaus deprived him of that. Using a three wood off the tee, the President got off a massive, 284-yard drive on the ninth hole. He pitched on and two-putted for the solid par, a net birdie. But Nicklaus birdied the hole from 20 feet.

"He had a chance to help and I robbed him of it with the birdie," Nicklaus said.

Talking about the President's golf game, Nicklaus noted: "He's quite capable of being a solid six or seven handicapper."

His biggest problem is his grip, Nicklaus said.

"He puts his left hand on the club just so," Nicklaus said and demonstrated the proper grip. "You can see he's very careful about it. But by the time he hits the ball, his hand has moved 90 degrees."

The President had his problems over the first eight holes. He three-putted three times. He hit one in a lake. He hit one out of bounds. He took three to get out of a sand trap. He once struck his wedge in the ground, moving his chip only inches.

On the sixth, a par three, he missed the green to the right. He missed the chip and didn't get it out of the rough. Finally he chipped on, some 30 feet by. His mouth was working for a moment and then his jaws clinched. His face was a scowl. He ended up three-putting for a six.

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FOR IMMEDIATE RELEASE

FEBRUARY 26, 1975

OFFICE OF THE WHITE HOUSE PRESS SECRETARY
(Lauderhill, Florida)

THE WHITE HOUSE

EXCHANGE OF REMARKS
BETWEEN THE PRESIDENT
AND
JACKIE GLEASON

INVERRARY COUNTRY CLUB

8:00 P.M. EDT

MR. GLEASON: Gentlemen, as you all know, we are honored with the President of the United States, and he would like to say a few words.

Mr. President.

THE PRESIDENT: Thank you very much, Jackie.

I don't know a day, since last August, where I have had a more enjoyable, a more wonderful time than today in this great tournament with you and Bob Hope and Elliott Kahn and Jack Nicklaus. You know, this is just one of those things that I will always remember, and I thank you and the others who participated.

I -- going a long time back -- have great respect for excellence, and I was playing with some people today who epitomize that, you and Bob, in the field of entertainments -- the unquestioned excellence in the field that you excel so beautifully in -- Elliott Kahn, a young man who has done superbly in the business world, and the one I envy the most, (Laughter) -- it is not you.

MR. GLEASON: I know.

THE PRESIDENT: It is not Hope.

MR. GLEASON: I know.

THE PRESIDENT: It is not Elliott. If I could just be half as good as Jack Nicklaus...(Laughter.)

A long time ago, back when the ball was round in football, I played a little football against another school in the Big Ten, and I loved the competition because Ohio State always represented a great skill, great competence, tremendous competitive urge and so forth. And as much as I hate to lose to them, I think they represent the best, and of course, Jack Nicklaus in golf represents the finest. And Jack, to play with you today and have you break the course record was a great thrill for me.

MORE

You and I didn't contribute one thing to our score.

MR. GLEASON: Yes we did; you broke a record today.

THE PRESIDENT: What did I do?

MR. GLEASON: We went around the entire course, and there was not one dissident voice or sign throughout the entire area. And that is a record.

THE PRESIDENT: Well, I just want to thank you and everybody that was related, Mr. Fuqua and all of the others, who made a significant contribution to this.

I have a couple of serious comments to make. You know, as an office holder in the Federal Government, who carries a lot of weight in Washington -- in only Washington -- it gives me a great deal of pleasure tonight to say that I want to extend to you happy birthday, to a man who carries a lot of weight, anywhere, anywhere, Jackie Gleason. (Laughter.)

I did appreciate, as Jack Nicklaus and you and Bob and Elliott Kahn and the others know -- after a couple of hard weeks and a few more coming down the road, it was great to be here and participate. Still, I can't quite get all of the problems out of my mind, even on a delightful day like this.

You know, on the first tee, Jackie Gleason asked me this question: what was my greatest problem? I think he was referring to golf. (Laughter.) But I had what was really on my mind, and I said, "Congress." (Laughter.)

But I enjoyed playing with others in our fivesome; it was a great treat. All of them are far better, infinitely more competent than myself, but I am going to work at it. And if you are kind enough to invite Betty and me down next year -- that is a subtle way of asking for an invitation.

MR. GLEASON: You are not only invited next year, but if you follow me, I know where a martini is. (Laughter.)

THE PRESIDENT: Well, somebody asked me, out on the golf course, how I shot today, and I said I shot a 72. The truth was, that is before I asked for a rebate. (Laughter.)

But, let me say, I appreciate very much, Jackie, the opportunity to be with all of you, to be with Jack Nicklaus and to meet Barbara Nicklaus and their son, Steve, and daughter, Nancy, and to meet the others, who are here, and to be with people who are superb, the best. It is the kind of challenge that I think we in American have to seek and work to achieve. So, thank you very much on behalf of Betty and myself.

MORE

Page 3

You know, we have had more pickets outside of Washington concerning her than concerning me, but that is an indication of her character. And I am very proud to introduce to all of you the First Lady, my dear wife, Betty Ford.

END

(AT 8:05 P.M. EDT)

70.1

FOR IMMEDIATE RELEASE

SEPTEMBER 11, 1974

OFFICE OF THE WHITE HOUSE PRESS SECRETARY
(Pinehurst, North Carolina)

THE WHITE HOUSE

REMARKS OF THE PRESIDENT
AT THE
WORLD GOLF HALL OF FAME
ENSHRINEMENT DINNER

AT 10:35 P.M. EDT

Thank you very, very much, Governor Jim Holshouser, my good golfing partner, the Governor of South Carolina, Senator Jesse Helms, my old friend Earl Ruth. But I do wish to acknowledge and pay special tribute to the inductees who I tremendously admire and greatly respect, and I have really enjoyed listening to the stories that each of them have given.

And it is an awfully hard act to follow after the tales they have told and the incidents that they have related.

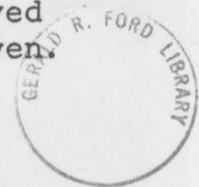
It has also been one of the great things that I have admired, excellence, and I have spent a great deal of time in the last few years on Saturday afternoons and Sunday afternoons watching various tournaments.

I usually take with me and sit in front of the television and take a pile of work and in between this shot and that shot, I try to concentrate. But I really am more interested in the excellence that they demonstrate to the American people. I admire excellence. I respect it.

And it seems to me that this is what we want in this country and what we want in the world. And to be here this afternoon and this evening and to get better acquainted with those I have known, and to meet others that I have not known, in the sport of golf, has been a great and an exhilarating day to me, and I compliment and congratulate everyone of them because they epitomize excellence in probably one of the most competitive areas of athletic competition that I have ever seen.

And I just hope that they, through their example, give to all Americans the kind of spirit, the kind of drive, the kind of dedication that is so essential if we are to achieve what is the best for everybody in this country and throughout the world.

MORE



If I may, I would like to tell you the most memorable golfing experience I ever had. I was at the Burning Tree course, which is one of those courses in Washington, D. C. I was playing with Ben Hogan, and Arnold Palmer and Byron Nelson. And they came up to me and they said they were looking for another great, great golfer to join them. I said, "Well, here I am." And they said, "Good. You can help us look for one." (Laughter)

I didn't mind that so much, but what really hurt me was when Arnold Palmer asked if I would not wear his slacks except under an assumed name. (Laughter)

I do appreciate the honor of the invitation from Don and Bill, but as I stand before all of you golfing immortals, one thought keeps running through my mind. I have an 18 handicap, and I guess I played it that way today in between the first and 18th hole. You need me as a good golfer like Sam Snead needs another tomato can. (Laughter)

They say you can always tell a good player by the number of people in the gallery. You have heard, and we have all heard, of Arnie's Army. My group is called Ford's Few. (Laughter)

I figured it out, that my problem is I have a very wild swing and I demonstrated it on a number of occasions for Patty and some of the others this afternoon. Back on my home course in Grand Rapids, Michigan, they don't yell "Fore," they yell "Ford."

And you know, all of these fine Secret Service men you have seen around me today, and elsewhere. When I play golf, I am told they qualify for combat pay. (Laughter)

But I try to keep my hands in whenever I can. Personally, I thoroughly enjoy playing golf with Henry Kissinger. Henry is undoubtedly one of the greatest, one of the finest, and one of the very best diplomats the world has ever known, and fortunately for us, he has been carrying out that responsibility on behalf of our country. I will tell you why I say that: Last week, I was in a sand trap, which I frequently find myself in. There was a water hazard beyond that, and then some 95 feet or more to the pin, and Henry conceded the putt. (Laughter)

But this afternoon, I had one of the greatest thrills of my lifetime, the chance to play a few holes with the super stars of world golfing and I thoroughly enjoyed it and they were most considerate of my difficulties.

MORE

I can't tell you how I felt out there surrounded by such legendary names as Berg, Hogan, Nelson, Nicklaus, Palmer, Player, Sarazen, Snead. And in all honesty, it was something like being in a golfer's heaven, and I appreciate the opportunity to be there.

But as the cliché goes, tonight I have good news and some bad news. The good news, that four of our honorees, Jack Nicklaus, Arnold Palmer, Gary Player and Sam Snead, will be competing in the World Open beginning tomorrow.

The bad news is today they shared the course with me. And I will tell you what I mean.

In 1972, I played with Sam Snead in the Pro-Am before the Kemper Open, and he didn't win. (Laughter) In 1973, I played with Miller Barber before the Kemper Open, and he didn't win. And this year, I played with Tom Weiskopf before the Kemper Open and then I played with Dave Stockton up at Pleasant Valley in the Pro-Am, and neither of them won the tournament.

Now, you know why, I am sure, in Washington I am known as the President of the United States, and in golf, I am sort of known as the jinx of the links. (Laughter)

Frankly, I figured it out, that Snead, Barber, Weiskopf and Stockton blew about \$165,000 in prize money by their performance with me in the several Pro-Am tours that I indicated. But if you think they are unhappy, you should see the Internal Revenue Service. (Laughter)

As you undoubtedly know by now, I thoroughly enjoy golf, not only the competition, but the people. I enjoy the exercise it provides, the competitive challenge, the good fellowship before and after each game.

MORE

But if I had to single out one attribute of golf above all others, it would be found in the very simple statement from the ENCYCLOPEDIA BRITANNICA, and I quote, "Golf is played on the honor system. A player is expected to count his own strokes even though he may miss the ball completely, to acknowledge the fact promptly if he violates a rule and incurs a penalty, and to avoid interfering in any way with his opponents or his fellow competitor's play.

Golf is one of the few games where honor is more important than the rules. Without good sportsmanship, golf could not exist. Without trust, another name for good sportsmanship, governments cannot exist.

But there is still one more lesson to be learned from golf and I have never seen a tournament, regardless of how much money, or how much fame, or prestige, or emotion was ever involved, that didn't end with the victor extending his hand to the vanquished.

I have enjoyed sitting there watching on television the pat on the back, the arm around the shoulder, the praise for what was done right, and the sympathetic nod for what wasn't. These are as much a part of golf as life itself, and I would hope that understanding and reconciliation are not limited to the 19th hole.

Before I leave -- and let me express to Don and Bill my great enjoyment to be with all of you -- I would like to thank them and you for asking me. It was a delightful day, after a few kind of tough ones.
(Laughter)

This afternoon for a few hours, quite unsuccessfully, I tried to make a hole in one. Tomorrow morning I will be back in Washington trying to get out of one.
(Laughter)

And thank all of you for making this a most welcome "mini" vacation.

Thank you, and good night.

END

(AT 10:35 P.M. EDT)

FOR IMMEDIATE RELEASE

70.1
DECEMBER 10, 1974

OFFICE OF THE WHITE HOUSE PRESS SECRETARY
(New York City, New York)

THE WHITE HOUSE

REMARKS OF THE PRESIDENT
TO THE
NATIONAL FOOTBALL FOUNDATION
AND
HALL OF FAME

THE GRAND BALLROOM

9:26 P.M. EST

Chris, Your Eminence, Dick Kasmaier, distinguished guests:

It is a very high honor and a very great privilege to have the opportunity of participating in this program this evening, and may I at the outset congratulate the new inductees as well as the scholar athletes.

Bob Hope and I were commenting, as all of these fine young athletes were being introduced, that we never saw such a packaging of brains, appearance and skill, and I congratulate each and every one of you.

Let me thank you, Chris, for that introduction. It is kind of the routine introduction that comes with this office. (Laughter) You know, since I became President, I am usually introduced in a more dignified and stately manner.

On some occasions there is a variation, however. But there was one dinner a few weeks ago when I was introduced by a former teammate of the University of Michigan back a good many years, and frankly I will never forget that introduction.

He said, "Ladies and gentlemen, it might interest you to know that I played football with Jerry Ford for two years and it has made a lasting impression on me. I was a quarterback, Jerry Ford was a center, and you might say it gave me a completely different view of the President." (Laughter)

If you stopped to think about it, there are many similarities between football and Government. For instance, in both areas nothing is ever done without discussing it first. In football you call it a huddle; in Washington you call it a debate, and sometimes the talk goes on for many, many hours without really saying anything.

MORE

In Washington it is called a filibuster; in football it is called Howard Cosell. You know, Howard Cosell takes a lot of kidding, but in all fairness, someone once said, "To me, Howard Cosell will always look ten feet tall." I don't know who said it, but I think it was Abe Beame. (Laughter)

It is a real honor to be here tonight because football has meant so much to me for a good many years. You might be interested to know that I have put together over the years a small collection of memorable football quotations, and I would like to share with you tonight two of them.

The first quotation is from Grantland Rice, who was a great sports writer many years ago, and he said, "When the one Great Scorer comes to write against your name, he marks not that you won or lost, but how you played the game." And the other is from Woody Hayes: "Bah, humbug!"

Incidentally, I wish Woody Hayes -- he is an ex-Big Ten -- and the Ohio State Buckeyes good luck in the Rose Bowl.

But as a former Michigan football player and a 12-term Congressman from Michigan, I think that is about as far as I ought to go.

You know, I may cook my own breakfast, but I am not about to cook my own goose. (Laughter)

MORE

Well, obviously the Michigan Wolverines are not the only team I root for. In fact, back in the capital we have a professional team we are very, very proud of, the Washington Redskins, more affectionately known as the Over-The-Hill-Gang.

You know, it is always exciting to watch the Redskins play, because you are never quite sure what they are going to reach first -- the playoffs or social security.

And the Redskins have one of the most colorful quarterbacks in the history of the game, Sonny Jurgenson. And isn't George Allen lucky to have two great quarterbacks like Billy Kilmer and Sonny Jurgenson?

Well, earlier I was saying a word or two about my good friend Woody Hayes. I think it is well known that Sonny Jurgenson has a much more relaxed attitude toward the game.

I can remember back in 1968 when Sonny, throwing with a very, very sore arm scored five touchdown passes against the Chicago Bears. And as he came off the field at the end of the game Otto Graham, who was then the coach of the Redskins asked him, "Sonny, how's your arm?"

Sonny said, "It hurts me awful."

Graham looked worried. He said, "It is going to be a problem."

Sonny said, "It is. Did you ever try to drink left-handed?" (Laughter)

Well, somewhere between Sonny Jurgenson and Woody Hayes I think there is a little room for compromise.

In my lifetime I have attended a lot of sports dinners, and it has been something of a ritual to honor the exercise, the sportsmanship, the teamwork, the good fellowship that we receive and have received from football, and that is as it should be.

But what about winning? How about a good word for the ultimate reason any of us have for going into a competitive sport? As much as I enjoyed the physical and emotional dividends that college athletics brought me, I sincerely doubt if I ever suited up, put on my helmet -- and, yes, I did wear a helmet -- without the total commitment of going out there to win, not to get exercise, gold or glory, but simply to win.

MORE

To me, winning is not a shameful concept. I would like to think that winning is in the great American tradition.

Two hundred years ago we fought for our freedom, and we won, and for the next hundred years we challenged the continent, and we won.

But somebody once said, "The problem with winning is you have to keep on doing it". And so today we Americans face another historic struggle to maintain our strength as a Nation, as a people, and our economic well being for all of us, and believe me in this battle against inflation, or recession, there are no playoffs, and there is no "till next year," It is winner take all, or loser have nothing.

As I see it, WIN, it is a very small word, but let's be careful not to lose it.

Tonight I have come to New York for a very, very personal reason, and it also has something to do with winning. I have come to do honor and to pay tribute to a man who has won the admiration, the affection and the everlasting gratitude of all Americans -- a superstar before the term was ever thought of.

Bob Hope has consistently brought to our lives the warm glow and the sustaining lift of that precious gift of laughter, and to those of us who served in the armed forces, Bob's eagerly awaited visits brought home an awful lot closer.

But Bob Hope is more than a superlative entertainer -- much, much more. His dedication to the needs and the welfare of Americans has made him a leader in humanitarian activities. It would be a monumental task to list all of the charities and causes that have said thanks for the memory of Bob Hope's helping hand.

Throughout the years I have always looked forward to sharing a head table, a foursome, and many a memorable hour with Bob Hope. I am proud to call him my friend.

And so it gives me a great deal of personal pleasure to present tonight the Distinguished American Award of the National Football Foundation and Hall of Fame to Bob Hope -- patriot, ardent sportsman, indomitable, courageous, unselfish American whose lifetime credo is the lifting of the human spirit.

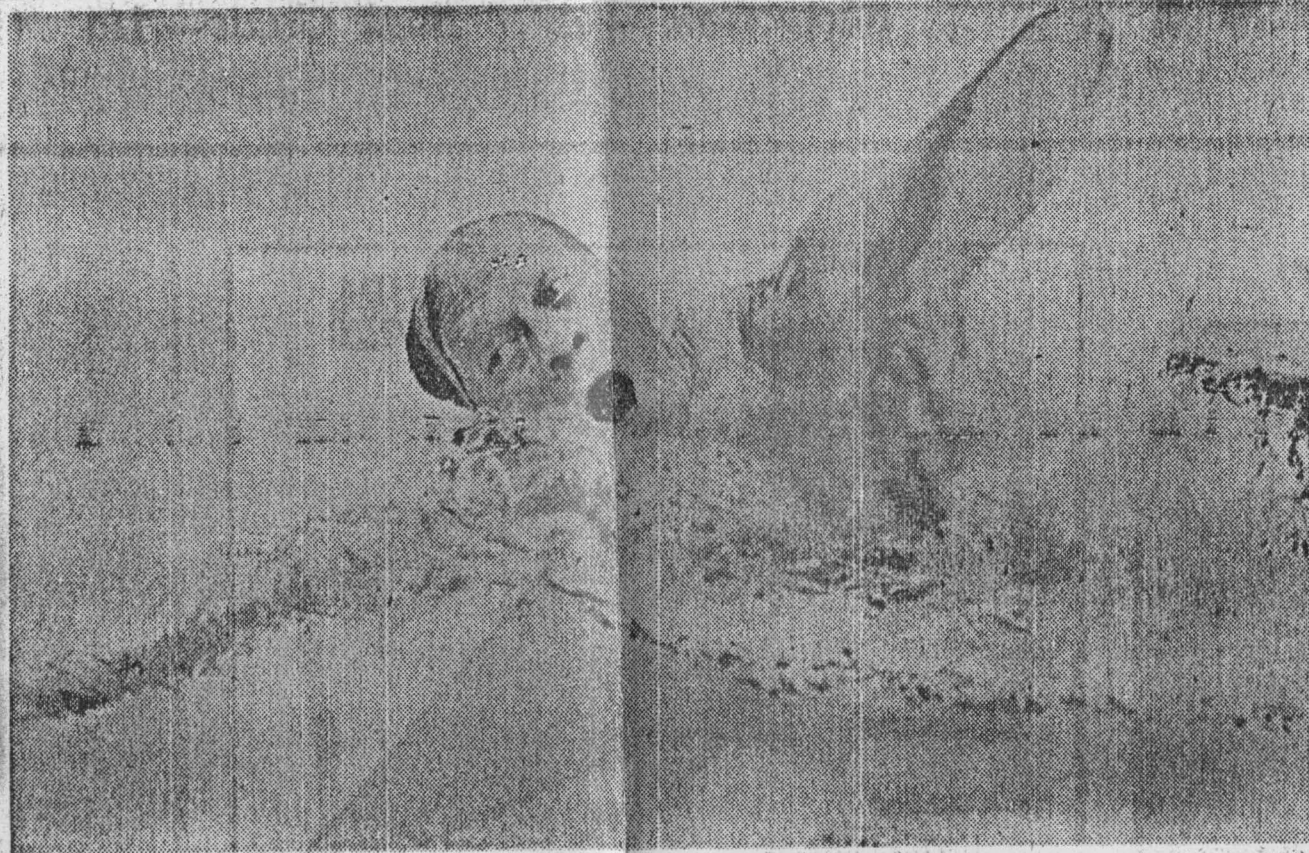
Gentelmen, Bob Hope.

END

(AT 9:34 P.M. EST)

Boston

Ford



SWIMMING: "The ideal conditioner . . ."

How he keeps in shape

Ford is most athletic



President since JFK



He hits well off the tee . . ."

White House Correspondent
-Hill News.

EE WALCZAK

N—In the beefy, square-jawed
of Gerald R. Ford the

and exercise room for the President, and equipped with an exercise bike and what Dr. Lukash describes as an extensorflexion weight machine. Ford now rises at 5:30 a.m. and launches into a 25-minute fitness program prescribed by

Ford sustained a cartilage tear while he was in junior high and in 1929 had a meniscectomy on his left knee. Ford had a right lateral meniscectomy in 1972, and Dr. Lukash says that "it would appear

passions, and he enjoys weekend rounds with close Washington associates. "He tries to play every Sunday," Dr. Lukash says. "He hits well off the tee, has good iron shots, and could lower his handicap from 18 to 10 or 12 just by sharpening up

sets," Dr. Lukash admits, "and occasionally he is a little overcompetitive, trying for the rougher shots. He's taken a few falls at Camp David, but he bounces right up."

SKIING: "He's done very well . . ."

because there isn't the susceptibility to wear and tear on joints and ankle injuries. And there are no side effects like the general aching and muscle-tightening that many joggers go through. It has a tremendous tonic effect because all the

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... ONE OF THE MOST famous ships to ... soaked piece of wood, which in pencil, ... engine ... vanished in the same area.

Sports Illustrated

JULY 8, 1974 60 CENTS

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MY VIEW OF SPORT VICE-PRESIDENT GERALD FORD



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IN DEFENSE OF THE COMPETITIVE URGE

by GERALD R. FORD

with JOHN UNDERWOOD

The Vice-President reflects fondly on his "halcyon days" as a Michigan football star and Yale coach, and ponders the current state of sport, arguing that winning is a necessary goal; that international athletic victories serve nations well; and that the preoccupation with money may end up alienating the fan

One lesson to be learned in reaching an age where you are both a viable politician and a washed-up line-man is that past glories are not negotiable in the open market. When you stop winning they not only start booing, they start forgetting.

I used to think of myself as a pretty dashing figure on the ski slopes of the East and in northern Michigan, and could at least count on outstripping my children on the various runs we tried. Nowadays, when the family gets together at Vail for our annual Christmas ski reunion, my sons and my daughter go zooming by, usually with just the encouragement to make me boil. Such as: "Hurry up, Dad." They see themselves getting faster and faster as I get slower and slower. They forget all the times I picked them out of the snowbank.

When I was House Minority Leader and a regular adversary of Lyndon Johnson's, he once said—with minimum affection—"There's nothing wrong with Jerry Ford except that he played football too long without his helmet." Lyndon got a lot of mileage out of that quote, and I used it myself one year when I addressed the Gridiron Club in Washington. I said he was wrong, that I always wore my helmet on any gridiron, and I picked up my old leather bonnet and put it on, right on top of my white tie and tails. It had been a while, though. I had a hard time getting it down over my ears. Of course, heads do have a tendency to swell here in Washington.

My playing days at Michigan are now a standard introduction in magazine stories such as this, usually accompanied by a picture (page 19) of a rugged-looking hairy young man (me) hunched over a ball in the center's position, and the notation that Ford was "the most valuable player on a losing Michigan team." I always feel damned with faint praise when I read that. I'd much rather have been the "least valuable player on a winning Michigan team," the kind we had my sophomore and junior years when we were undefeated and won national championships.

Those were what sportswriters up on their clichés would call my "halcyon days." Certainly they offer brighter memories than my efforts to stay competitive—and fit—since. Today I am a habitual exerciser—a 15-minute swim twice a day in the backyard pool, slower-and-slower skiing near our place in Vail, and an occasional round of golf with fellow hackers around Washington.

The reason I make reference to those winning seasons at Michigan is that we have been asked to swallow a lot of

home-cooked psychology in recent years that winning isn't all that important anymore, whether on the athletic field or in any other field, national and international. I don't buy that for a minute. It is not enough to just compete. Winning is very important. Maybe more important than ever.

Don't misunderstand. I am not low-rating the value of informal participation. Competing is always preferable to not competing, whether you win or not, and one reason is as good as another for getting involved. Swimming laps, for example, is preferable to doubling your waistline. As a young man I took up skiing in order to get to know a certain young lady better. She happened to be a devotee, and I an eager beginner. I lost the girl but I learned to ski. The subject used to be a sensitive one with my wife, who came along afterward, but I have reminded her that that was instructive athletics, not competitive athletics. The important thing was I learned to ski.

If you don't win elections you don't play, so the importance of winning is more drastic in that field. In athletics and in most other worthwhile pursuits first place is the manifestation of the desire to excel, and how else can you achieve anything? I certainly do not feel we achieved very much as a Michigan football team in 1934. And I can assure you we had more fun on those championship teams in 1932-33.

Broadly speaking, outside of a national character and an educated society, there are few things more important to a country's growth and well-being than competitive athletics. If it is a cliché to say athletics build character as well as muscle, then I subscribe to the cliché. It has been said, too, that we are losing our competitive spirit in this country, the thing that made us great, the guts of the free-enterprise system. I don't agree with that; the competitive urge is deep-rooted in the American character. I do wonder sometimes if we are adjusting to the times, or if we have been spoiled by them.

For one, do we realize how important it is to compete successfully with other nations? Not just the Russians, but many nations that are growing and challenging. Being a leader, the U.S. has an obligation to set high standards. I don't know of a better advertisement for a nation's good health than a healthy athletic representation. Athletics happens to be an extraordinarily swift avenue of communication. The broader the achievement the greater the impact. There is much to be said for Ping-Pong diplomacy.

With communications what they are, a sports triumph can be as uplifting to a nation's spirit as, well, a battlefield victory. And surely no one will argue that it is not more

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