

Carter: on the campaign trail

Editor's Note: The following is the first of three weekly articles on the campaign tactics and styles of the top three Democratic presidential contenders. It focuses on Jimmy Carter.

By DAVE GOLDBERG
Associated Press Writer

About 150 people were milling outside the Masonic Temple in Peekskill, N.Y. when Jimmy Carter arrived just after dark. He waded through outstretched hands into a room filled with people, smoke and an out-of-tune band tooting that Democratic standby, "Happy Days Are Here Again."

Then he talked to a family audience about his family.

"My wife and I have been married 30 years, 30 years in July," he said. "We have three sons. My first son was born in Virginia 28 years ago. My second son was born 25 years ago in Hawaii; my third son was born 23 years ago in Connecticut. And then my wife and I had an argument for 14 years and I finally won and we have an 8-year-old daughter in Georgia."

The crowd laughed and applauded, Jimmy Carter had won another audience.

It happens day after day in state after state. For it is clear from watching Carter's campaign for the Democratic presidential nomination that much of his early success stems from the definitive political ability to size up an audience quickly and seize on its pet interests.

Carter's basic campaign promise is simple: "I'll never tell a lie." Try as they may, his opponents have been unable to catch him in one.

What Carter does instead is subtly change the emphasis in the same message from audience to audience, changing how he says it and what part of the message he chooses to emphasize.

One of his opponents, Rep. Morris K. Udall, told an audience recently: "In Boston, he got a good part of the antibusing vote and a smile away in Roxbury he was getting a lot of the black vote. That's a good day's work if you can do it."

An example of the way he works came recently before two different audiences in White Plains and Peekskill, N.Y.



Jimmy Carter

In White Plains, it was a suburban crowd, sprinkled with blacks. It was well-dressed, young, and middle class in an area where Democrats are basically liberal.

An hour later, in Peekskill, he spoke to workers, foremen, and small-business men and their families. Many were dressed in work clothes and several said they had voted in the past for George C. Wallace and were sympathetic to Ronald Reagan's challenge to President Ford.

In both places, Carter discussed welfare, and in both his basic position was the same: that welfare recipients who can work should be trained, taught to read, and offered jobs; that the federal and state governments should take the welfare burden off local agencies with a uniform nationwide payment to take care of their basic needs; that welfare workers should stop "shuffling paper" and "ought to spend their time dealing with the blind or the disabled or alleviating hunger or training people."

In White Plains, he finished his talk like this:

"But the other 90 per cent who can't work full time, we ought to treat them with respect, decency and concern and love... There ought to be a work incentive aspect

built in. So that if a mother, for instance, has two little children and she can leave those kids with a grandmother for 15 hours a week — her husband's dead — she ought to be encouraged to take a part-time job and not have her welfare payments suffer for it."

In Peekskill, it ended this way: "We've got to take the welfare responsibilities off of local government; off of the property taxpayer. I hope that in the future we never have another property tax dollar go for federal welfare costs. That ought to come out of the state and federal treasuries."

He did not use the White Plains line in Peekskill and vice versa.

Carter does not go into specifics about his welfare revision plans, which involve having states pick up the cost of the vest. Nor does he say how much it would cost and how much it might diminish local property taxes. He responds to questions about it by saying he believes much of it could be financed by shifting costs and through his government reorganization plan.

Like most candidates running for any office, Carter has a standard speech and variations of that standard speech. Which parts of it he uses depends on the audience, the location and their questions.

To Jewish voters, he talks about the Mideast and his "personal friendships" with Golda Meir, Yitzhak Rabin and other Israeli leaders. At the Rockland County Social Services Agency headquarters in Pomona, N.Y., he talked about his health care program; in depressed Buffalo, he talked about his program for creating jobs; in Peekskill he got applause by mentioning he was the only one of 60 fellow naval officers to vote in 1948 for Harry S. Truman and played a variation on his "I'll never lie to you" theme by adding "And I believe Harry Truman never lied either."

There are parts of his standard speech that are used some places and not in others. In general, the less educated the audience, the folksier he gets.

In Peekskill, on the character of the American people — "a tremendous untapped reservoir of good

sense, sound judgment, intelligence, ability, vision, a commitment to the work ethic, patriotism, religious faith."

To New York City blacks and again in Peekskill: "I was the first person in my daddy's family to go past high school."

In his early primary successes, Carter has gotten votes from interest groups normally in conflict: blacks and people opposed to busing; Chicago organization politicians and reform liberals who regularly oppose them; blue collar and white collar.

It's the same way as he campaigns.

In New York City, a talk to a roomful of black leaders "65 per cent of my neighbors in Plains are black and we get along fine" elicited a constant background murmuring of "right on!" and "tell it like it is." He got sustained applause in Peekskill, where there were Wallace and Reagan sympathizers in the audience.

At Union College in Schenectady, N.Y., where Carter did graduate work in physics 25 years ago, the chapel was filled and there were about 300 people outside who couldn't get in. Local Carter workers said several local schools had been let out early so that the students could come, but nonetheless, the impression was that the former Georgia governor's reception was overwhelmingly favorable.

Again, he played to the crowd, emphasizing his complaints about



what he called the "boss-dominated" New York primary system: "As an engineer and a scientist, I have not yet figured out the electoral process in New York State."

There is one Carter constant, usually as he is about to leave.

"I love my country," he says. "But let me out early so that the students could come, but nonetheless, the impression was that the former Georgia governor's reception was overwhelmingly favorable."

stead of shame and apology and embarrassment." It rarely fails to provide a buoyant exit.

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Canada offers Bicentennial book

Associated Press

OTTAWA, Canada — Canada has a picture book that cost \$1.1 million to produce and wants to give it to the United States as a Bicentennial birthday present this year.

But officials here say they are having difficulties pinning down President Ford long enough in an election year to present the gift to him.

It's not that the President doesn't want the book, the officials say, it's

that he's attempting to take part in "1,001 Bicentennial events he probably considers more politically useful than one involving Canada."

The book is a 263-page photographic record of scenes along the Canada-U.S. border called "Between Friends — Entre Amis." It was put together by the National Film Board during the last two years, and those who have seen it praise it.

It contains 220 color photographs selected from 60,000 taken by 32 photographers during the last two summers.

Officials say they hope Prime Minister Pierre Elliott Trudeau will be able to present it to Ford before the end of May.

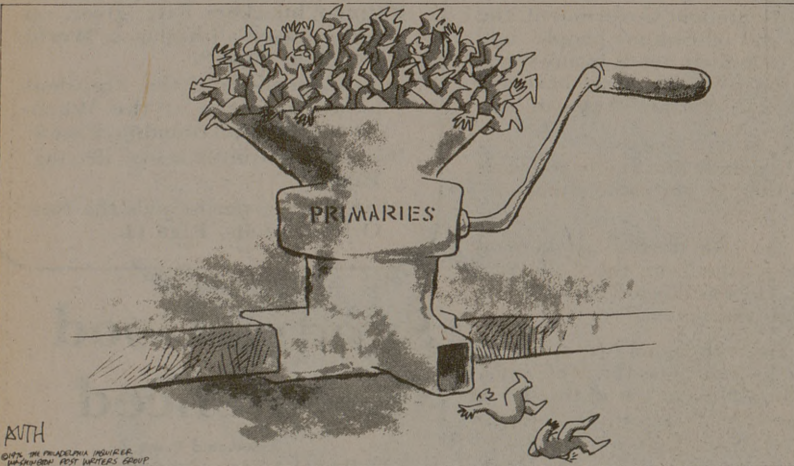
All pictures in the book were taken within 20 miles of each side of the U.S.-Canadian border. They were assembled under the direction of Lorraine Monk, executive producer of the film board's still photography division.

Publishers are McClelland and Stewart of Toronto, who plan an initial printing of 110,000 copies, 90,000 of which will be sold for \$29.50 each.

The remaining 20,000 first-run copies will be given to politicians, libraries, universities and such people as governors of states along the border.

About two-thirds of the free books will be given away in the United States. The other third will go to Canadians.

The book is 10½ by 14 inches and is designed to fit "in the palm of the hand and the crook of the elbow."



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