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Mr. Ford's An A.I. President



Arthur Hoppe

MR. NIXON lunched daily on cottage cheese and catsup. Naturally, the nation's gorge rose up in righteous indignation. America demanded a change!

And, confirms author John Hersey, America got it.

"Day in and day out," he reports, "Mr. Ford eats exactly the same lunch — a ball of cottage cheese, over which he pours a small pitcherful of A.I. Sauce."

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A FEW disgruntled Americans will contend that anyone who pours A.I. Sauce over his cottage cheese doesn't know what he's doing. One Democratic congressman went so far as to claim the only reason Mr. Ford does it is that he told the waiter on his first day in the White House that he didn't like catsup.

Such snide remarks overlook the vast differences between catsup and A.I. Sauce. Across the land, no restaurant proud of its sign proclaiming "GOOD EATS" would think of serving a customer a brown hamburger steak without plopping a bottle of A.I. Sauce on the counter.

It's very contents symbolize the complex inner man beneath the bland exterior of Mr. Ford.

A President who is full of water, tomato paste, distilled vinegar, corn syrup, raisins, salt, herbs, spices, orange base, orange peel, caramel, dehydrated onions and dehydrated garlic is more than a match for the wily Arabs.

Would you prefer a President who is full of catsup?

Think of what kind of man would

pour A.I. Sauce on his cottage cheese. Here, at the very least, is a bold and daring innovator, a fiercely independent spirit, a man who can say, "Who cares if I'm only 37 per cent in the polls? I like dehydrated garlic!"

Here is a man with no artificial preservatives or coloring added and yet a man who appreciates deep-rooted traditions, including a sauce first acclaimed at the London Exposition of 1862. Honest. Tried and true.

But above all, here is a man of courage and resolve, a man to be trusted. When a man who eats cottage cheese and A.I. Sauce pledges "new directions for America," you'd better believe it.

So we have left the blahness of the discredited catsup administration and embarked upon a new era under an A.I. President, who, despite exciting adventuressomeness, remains at heart as American as . . . Well, as American as cottage cheese with catsup on it.

Thanks to our new President and A.I. Sauce, inflation is curbed, the stock market is soaring, we are on the verge of achieving a lasting peace in Southeast Asia, and the brown gravy on the chicken-fried steak tastes really swell.

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OF COURSE, there is always a danger in analyzing Presidents. Mr. Hersey's statement that Mr. Ford eats cottage cheese with A.I. Sauce on it "day in and day out" is obviously based on second-hand information.

And you know those imagemakers in the White House. They'll say anything to make a President look good.