

The original documents are located in Box 16, folder “Marsh, John” of the Richard B. Cheney Files at the Gerald R. Ford Presidential Library.

Copyright Notice

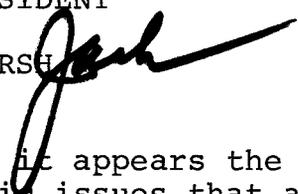
The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Gerald Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

THE WHITE HOUSE

WASHINGTON

October 27, 1976

MEMORANDUM FOR: THE PRESIDENT

FROM: JACK MARSH 

As we move into the last week, it appears the campaign is boiling down to two very basic issues that are very favorable for you and which I suggest you continue to stress. These two issues are peace and lower taxes.

It is my view that they should be repeated again and again because of their deep appeal to people. One appeals to the desire for security and the other to the pocketbook.

I would suggest a continuing focus on these two issues as your major themes rather than placing too much emphasis on collateral issues. However, a good supporting theme is reduction of Federal spending which goes hand and hand with your proposed tax cuts.

