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THE WHITE HOUSE

WASHINGTON

March 25, 1976

MEMORANDUM FOR: BILL GOROG
FROM: MIKE DUVAL *Mike*
SUBJECT: IDEAS FROM PEORIA

I received a letter from a friend of mine, Bill Rutherford, from Peoria, Illinois. Bill is a distinguished lawyer who's been in the business of producing good ideas for nearly three-quarters of a century.

He sent me an editorial which ran on the local ABC station there concerning the Federal Reserve's pile of money in Culpeper, Virginia. This might be a good areas for the President to save the taxpayers a few bucks in a highly visible and specific example of waste-cutting.

Also, Bill sent me a copy of a letter he sent Philip Crane concerning some proposed tax which would harm (in his view) farmers. At the end of the letter there is a suggestion for tax credit to save U.S. soil, which seems to me to be an idea worth pursuing.

I pass these two along to you in the event that there may be some substance to the suggested changes.





Editorial

BOB RICE

President & General Manager

Subject: Money For Doomsday

The U. S. Government has hidden four billion dollars, in cash, in a mountain for doomsday. Strange as it sounds, it's true. We confirmed it with the Federal Reserve Board. And they should know, it's their brainchild.

The mountain shelter was built seven years ago at Pony Mountain in Culpeper, Virginia. It cost seven million dollars. The reserve board spends nearly two million dollars a year guarding this treasure.

It's purpose: Well, according to a reserve board official, in case a nuclear attack wipes out the nation, there'll be money to start a new civilization.

The fallacy here is that should there be a nuclear attack, money would be useless. Who would be left to spend it, and for what?

This farfetched scheme is a ridiculous example of bureaucratic absurdity. There's more important ways to use four billion dollars than letting it sit idle until doomsday.

Aired.....10:00 PM & Sign off.....March 9, 1976
Sign on & 5:30 PM.....March 10, 1976



This is an expression of editorial opinion by station WRAU-TV. If there are opposing views on controversial matter WRAU-TV welcomes comments and recognizes its obligation to provide spokesmen of significant viewpoints a reasonable opportunity for reply.

March 18, 1976

Congressman Philip Crane
Congressional Office Building
Washington, D. C.

Dear Phil:

In re: Proposed tax changes to eliminate
farm losses from investors other income.

The usual governmental overkill that causes more damage than the alleged problems caused is present again. I have seen lots of farm losses, but never for fun or improper purposes.

Many farm owners, including city folks and retired farmers are the ones who give employment in many industries by their investments and expenditures to increase productivity, increase farm safety and meet labor limitations takes risk capital and it is not always profitable and rarely profitable in each separate year.

To eliminate a perfectly legitimate business risk will simply cut down on capital devoted to food production in America. It would force sales of products without regard to crop or market conditions and again artificially induce neglect to real needs.

In our part of the country, road conditions with ice and snow towards year end alone can cause serious marketing problems. We frequently have local road commissioners limiting loads on farm roads during a thaw which can hit at Christmas week and prevent deliveries within the tax year.

We have technological problems that cause losses that could not be entertained under the proposed tax change. For instance, we purchased a new rodent free steel corn crib (the Martin crib) some years ago. It was



Congressman Philip Crane

March 18, 1976

costly, but kept ear corn cleaner than the old wooden cribs and gave a safer and finer product. The year after we bought and built them farm harvesting techniques changed dramatically to the picker sheller. The picker sheller saved fuel, time and labor. It left the cobs in the field for humous value and saved a separate shelling operation and burning or carting away cob piles. Corn so shelled in the field must be stored in bins and our Martin cribs were completely useless for any purpose. It was like the Super Constellation airplane that was produced too late because of the jet. How can America develop new ideas without risk and who can risk better than a person who has something else to fall back on? Everyone benefits.

Come drive in the country with me and see how many slum farms dwellings are replaced by city owners and that decreases profits. It does give employment, has long range sound benefits and certainly should not be discouraged.

If the tax law change had happened 50 years ago it would have guaranteed continuing the nude type plantation and we'd all be hungry now apt to mention the loss of foreign exchange.

If your committee wants to help our nation and its future generations, then instead give encouragement so badly needed to encourage voluntary soil conservation. In 150 years we have lost over $\frac{1}{2}$ of our nation's greatest single asset- productive top soil essential to support all life. The give away through a vast bureaucracy didn't accomplish any permanent good, but a tax encouragement probably could.

Sincerely,

Wm. L. Rutherford

WLR:aw

THE WHITE HOUSE

WASHINGTON

May 10, 1976

MEMORANDUM FOR: BILL GOROG
FROM: MIKE DUVAL *Mike*
SUBJECT: INTERNATIONAL TRADE WEEK SPEECH

I understand the President is being urged (by STR and perhaps others) to make a major international trade speech in connection with International Trade Week.

I'm advised that some in Congress, including Barber Conable, think this would be a serious mistake. They have some very strong reasons, and I'd like to get together with you to discuss this before it gets too far downstream.

cc: Jack Marsh
Max Friedersdorf



THE WHITE HOUSE

WASHINGTON

May 10, 1976

MEMORANDUM FOR:

BILL GOROG

FROM:

MIKE DUVAL

White

Bill, this is just a reminder that you are going to follow up on Presidential decisions on:

- The coffee price increase problem
- Minimum wage/youth differential problem
- Law of the Sea position
- MVSS-121

THE WHITE HOUSE

WASHINGTON

May 12, 1976

MEMORANDUM FOR: MIKE DUVAL
FROM: BILL GOROG *WAG/TCA*
SUBJECT: Reply to your memoranda of May 10

Concerning the minimum wage/youth differential problem, the House Committee considering the bill has postponed markup until June 15.

I sent a separate memorandum to you on MVSS 121, and I will continue to monitor this area, as well as the air bag decision. In addition, I am keeping track of Law of the Sea and the coffee price problem.

I would suggest that with regard to the proposed International Trade Week Speech, you arrange a meeting with Fred Dent and Barber Conable. I would be happy to assist in arranging this, or in attending the meeting.]



THE WHITE HOUSE

WASHINGTON

May 17, 1976

MEMORANDUM FOR: BILL GOROG
FROM: MIKE DUVAL *Mike*
SUBJECT: UPCOMING EVENTS

While you were away last week, the "Gergen group" (expanded to include Jack Marsh and others) met to discuss events from now through California.

Attached is a draft that was prepared by Dave Gergen, summarizing the discussion.

As you can see, there are several major events which fall in your area and which will need vigorous follow-up:

- Friday, May 21, economic event. Meeting with outside economists, similar to inflation meeting, for the purpose of taking a hard look at where we are in terms of coming out of the recession and what the next six months look like.
- Tuesday, May 25, Message to Congress urging tax cut/spending cuts. This is something that should be followed up on with OMB. The purpose would be to hit Congress hard for failure to enact a tax cut, picking up on the spending ceiling theme, etc. This would be announced in California, followed by a Message to Congress.
- Thursday, May 27, major "anti-big government" meeting with governors, mayors, county officials, etc. This is being pulled together by Domestic Council, OMB and myself, but I'm certain you'll want to keep an eye on this because of regulatory reform and other aspects of this project.

For every major event, we not only are going to need the speech material, Message to Congress, etc., but also very hard-hitting fact sheets, talking points for the advocate, and a complete announcement plan including backgrounders, actuaries for radio stations, etc.

cc: Dave Gergen



THE WHITE HOUSE
WASHINGTON

May 14, 1976

file

MEMORANDUM FOR: DICK CHENEY
FROM: DAVE GERGEN *DR*
SUBJECT: Scheduling Ideas

With Marsh'at the baton, Jones providing the score, and Duval banging away on the drums (his and ours), we had a productive morning session on the President's schedule.

There was a general consensus that we ought to be taking the offensive on both the foreign and domestic issues, doing a series of events in each area that emphasize the President's positive record and programs for the future.

There was also some thought that we could make more imaginative use of the trips by tying together Presidential meetings with statements and speeches. For instance, while in California, the President could invite one of their leading school teachers (Cavanaugh had someone in mind) to fly with him for one stop to the next and then shortly thereafter, make a strong pitch for improved quality of education. He could also visit the drug interdiction center in San Diego (its a sparkling new program that employs planes and ships, we understand) and then take on the crime and drug issue.

Attached is a compendium of ideas that were discussed during the meeting. Some of these events are clearly set already. The rest are to be fleshed out by the appropriate staff people and sent to Jerry.

This memo and its contents were reviewed by Marsh, Jones, Duval, Cavanaugh, and Chanock before transmission to you.

Attachment



IDEAS FOR NEWS CALENDAR

May 17 - June 7, 1976

Monday, May 17:

- Giscard Arrival
- FEC Nominees
Hopefully we can go with all six. If one is missing, may have to go forward with five, add sixth ASAP.
- HAK Interview on Today Show
To be taped over this weekend.

Tuesday, May 18:

- Michigan/Maryland Primaries
- Second Day of Meetings with Giscard
- Housing Starts Announced
- Signing Ceremony for Treaty
Timing very much up in air. Brent thinks it may be ill-advised to sign while Giscard is here because Giscard want to avoid involvement in U.S. domestic politics. Brent wants to check out further. Must also recognize that HAK will be out of country for NATO meetings from May 19-22. If we are to sign with HAK here, we would either have to go on the 18th or postpone until after 22nd. There is some thought that we ought to surprise everyone and do it on or before the Michigan primary, telling the nets to shove it. Brent is studying question.

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Wednesday, May 19:

- Third Day with Giscard
- Sound & Light Show at Mount Vernon
- Golda Meir Visit
- Possible Drop-by, Special AEI Dinner with conservative intellectual heavyweights. Baroody is submitting schedule proposal.

Thursday, May 20:

- Treaty Signing
Could be isolated, major event that day if President willing to sign while HAK out of country.
- Unranium Enrichment
Cannon is submitting proposal to have Pastore, other members of Joint Committee on Atomic Energy meet here with the President then endorsing the bill that has emerged from committee markup. Says plan would help to give President the credit he deserves for his own proposal. Event could be 20th or 21st.

Friday, May 21:

- GNP, CPI Released
- Economic Event
General consensus that President should meet in next three weeks with group of outside economists plus EPB (possibly the group that came in for summit) to talk about next six months or beyond. This should be a source of optimistic story and would also demonstrate Presidential leadership in the area. Porter is drawing up proposal -- possibly to tie in with new economic statistics on 21st, possibly for later.
- Tennessee Interview
President will be doing a series of local interviews during week, concluding with this one.



Saturday, May 22:

- To Oregon
- Foreign Policy Address in Oregon
Consensus that in speaking to World Affairs Council there, President not give a campaign pitch but serious address on some aspect of foreign policy. Possibly could lay out African policy. Would not be a comprehensive address, since we would like to save that for June 2.

Sunday, May 23:

- Oregon Travel

Monday, May 24:

- California Travel
Consensus that President should give two or three serious speeches directly tied to events or key people that he might confer with there. For example, Cannon proposes that he visit the search center for drug interdiction in San Diego. Should be good visuals since it involves planes and ships for interdiction purposes. President could then follow-up with statement issued to press or with speech. Duval and Cavanaugh very interested in education issue and having him meet on plane with leading teacher. Aging another key area of interest. Jones is leading the follow-up on this.

Tuesday, May 25:

- Six primary night (Oregon, Arkansas, Kentucky, Idaho, Nevada, Tennessee)
- Return from California.
- Message to Congress urging tax cut/spending cut --
issue from California Tuesday a.m. Begin gearing up for a major theme of month of June.



Wednesday, May 26:

- Return from California about 2:00 a.m.
- Afternoon meeting with Howard Baker on Clear Air Act Amendments, issue statement on policy decision after meeting. This is Cannon's recommendation, he will work out with EPB.
- Primary news will dominate nets

Thursday, May 27 - Friday, May 28:

- Major Domestic issues meeting with assembled governors and mayors. O'Neill believes this is necessary to take offensive again on domestic program. He won general agreement on point and will work up proposal.
- Also suggested that this would be a good forum for President to announce formation of task force to cut governmental waste and inefficiency. Give strong anti-Big Government theme to event.
- Major Press Conference
President hasn't had evening, national press conference since February. Last one was very helpful. Should have another in this 3-week slot or at least have one in Oval Office. Reason for going either 27th or 28th is that it would play well through the Memorial Day Weekend that follows.
- Issue statement urging safe driving
- Leading Indicators released on 28th

Saturday, May 29 - Sunday, May 30:

- Presidential R&R
He needs time to relax with family and to seem relaxed in midst of frantic campaign. Camp David one possibility. Another that attracts interest -- spend weekend at Bill Simon's home in New Jersey, go from there to New Jersey shore (perhaps Wildwood). Would give presence in N.J. in very unconventional, inexpensive way.



Monday, May 31, Memorial Day:

- Visit to Tomb of the Unknown Soldier. Might also issue statement on MIAs. Nicholson/NSC to follow-up.
- Visit other monuments with family.

Tuesday, June 1:

- Primaries in Rhode Island, South Dakota, Montana
- House returns to action
- No set Presidential activity

Wednesday, June 2:

- State of World Message sent to Congress
- Major foreign policy address at academy graduation. Either the Naval Academy or Air Force, both of which are held that day. Address would follow-up message to Congress.
- Arrival of Juan Carlos
Would have to be set back from a.m. to early p.m. to accomodate any address.
- State Dinner for Juan Carlos

Thursday, June 3:

- Welfare Reform Message to Congress
To be followed up by hard-hitting speech in Ohio the next day. Cannon preparing message.
- Carlos meetings continue

Friday, June 4:

- Farewell to Carlos
- Unemployment Figures Released
- To Ohio

Saturday, June 5:

-- Ohio

-- Louisiana GOP Convention

* * * * *

OTHER EVENTS NOT YET LISTED:

Opening of National Defense University -- Marsh points out how useful this would be, ease of scheduling.

Test flight of new command post -- McFarlane has problems with this. He wants to check out further.