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THE SECRETARY OF COMMERCE

WASHINGTON, D.C. 20230

December 17, 1975

The President  
The White House  
Washington, D. C. 20500

Dear Mr. President:

The time has come to substantially strengthen your campaign for the nomination. The actions required to accomplish this are of paramount priority. Failure to perfect the campaign organization and strategy presents a very real risk of defeat. The voter impression is that the campaign is too far away from you, that it is not representative of your candidacy and because of it you are losing ground. Whether true or not, this is the perception.

I believe this impression can be corrected by putting a senior political counselor in the White House who will be the prime link between you and your campaign and between the campaign and the Cabinet and senior elements of your staff.

This person must have a broad-gauge political perspective, must be able to comfortably work with you on a daily basis, must be able to work with the press, but not as a surrogate, and must have the respect of a wide spectrum of the Republican Party. Above all, this person must be your prime associate in the development of an objective campaign strategy. Separately, I have attached a list of people whom I would suggest. My ranking would put George Bush, Bill Ruckelshaus and Ody Fish at the top of the list.

I very strongly recommend that this action be taken. I think it will be welcomed by Bo Callaway. It has the endorsement of the Vice President, Bill Simon, Bill Seidman, Jim Cannon, Dick Cheney and others with whom I have discussed the matter.

Yours sincerely,



George Bush

John Byrnes

Ody Fish

Bryce Harlow

Melvin Laird

Leon Parma

George Romney

Richard Rosenbaum

William Ruckelshaus

William Scranton

