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8/25/74

JOHN S. BATTLE, JR.
ROSS BUILDING
RICHMOND, VIRGINIA

August 16, 1974

misc note etc

Dear Jack:

I know it is not possible for the President to see well wishing letters at this time and even doubt that my expressions will reach your personal attention. However, in the event I am fortunate in getting through to you I want you to know how extremely pleased I am in hearing of your appointment as Counsel to the President. When I had the privilege of playing golf with him several weeks ago, I soon realized I was in the company of a truly great American with an obvious straight and true character; and very wise too. It is so comforting to know that he is at the helm during these precarious times and also that you are there to assist.

If I can ever be of service no matter how slight, you have but to let me know.

With best regards and many good wishes, I am

Sincerely,



John S. Battle, Jr.

The Honorable John O. Marsh
The White House
Washington, D. C.

THE WHITE HOUSE

WASHINGTON

September 13, 1974

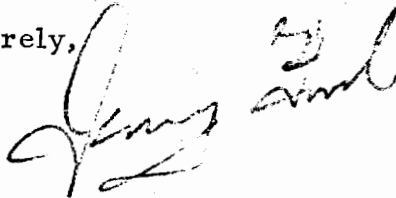
Dear John:

It was a pleasure being with you when I was at Hot Springs attending the Virginia Bar Convention.

Jack Marsh showed me your letter and I am deeply grateful for the complimentary remarks it contained. The support and good wishes of persons such as yourself are most meaningful.

With kindest regards, I am

Sincerely,

A handwritten signature in cursive script, appearing to read "Jimmy Carter". The signature is written in dark ink and is positioned to the right of the word "Sincerely,".

Mr. John S. Battle, Jr.
Ross Building
Richmond, Virginia

THE WHITE HOUSE
WASHINGTON

8/17

Mr. President -

A most thoughtful

letter from Jack

Valenti written

shortly ^{before} taking office

Jack

THE WHITE HOUSE

WASHINGTON

August 16, 1974

NOTE FOR JACK MARSH

FROM: DONALD RUMSFELD

Somehow or another this note from Jack Valenti to the Vice President, dated August 5, ended up with me. I am bumping it to you for your handling. It has not been acknowledged nor has the President seen it to my knowledge.

Attachment

*This should be well answered
& signed by me.*



MOTION PICTURE ASSOCIATION
OF AMERICA, INC.
1600 EYE STREET, NORTHWEST
WASHINGTON, D. C. 20006

JACK VALENTI
PRESIDENT

August 5, 1974

PERSONAL & CONFIDENTIAL

To: The Vice President

From: Jack Valenti

I send you this memorandum only because if events should call you to the Presidency I want very much for you to succeed, to lead this country out of its doubts and fears and frustrations. An election will come later. Right now there are more tasks to perform.

There is no sense of party or ideology or partisan claims in what meager advice I have to offer. What I am suggesting has its roots in my plain and honest hope that Gerald Ford will be the right man at the right time in one of the most delicately balanced periods in the long history of the land.

You have spent most of your adult life in the service of your country and no one need instruct you in understanding the pulse beat of the people. Living for a lifetime in the jungle of politics as you have fits a man for life-gaining instincts, of waking in the morning and knowing by the sniff of the wind how the matters will go. You have been witness to the complicated minuet of policy-making and you have heard all the antique drums beat out their old rhythms of worn-out themes. You are a pro and that is precisely what we need right now.

May I, Mr. Vice President, with deference and respect, make some suggestions which you may discard on reading, but which are sent to you based on my own experience in the White House, my long involvement in politics, and intuitive feelings that come to me from moving about this country talking and listening (as indeed you have been doing over the last months).

1. Should you be called to the Oval Office, the first few months of your presidency will give you opportunities to win the trust and confidence of the people that will never be available again after that. LBJ's cool and disciplined performance in the first few days of his presidency won him a reservoir of public goodwill that he drew on the years that followed.

Therefore, I would suggest that you consider, almost instantly on becoming President, installing a sense of bipartisanship that will win the admiration of most of the people of the country. The nation is sick at heart over turmoil, controversy, pulling and tugging; they want to feel a sense of cohesion, that the winter of their discontent is over and there is a chance to breathe again without some assault on their imagination and intrusions on their hopes for the future. In short, they want to believe that things are going to settle down, that everything is going to be a little better now, and a lot better later on.

I would, to give that sense of bipartisanship some heft, call into being an unofficial body of advisers, with no status in authority, but only to serve as a sounding board for the new President, a group he can talk to and listen to and from whom he can draw ideas, support, and most of all that mystical element of oneness which makes the people believe that the new President, far from scorning those differing views, is welcoming their comments.

This group could be comprised of some who have experience in government, in the Congress, in the White House; from business, labor, education, etc. It need not contain anyone who is radically right or left. But it should be composed of Democrats, Republicans, and Independents, some of whom would not support the new President in an election, but who do care about their country and worry about its future and, therefore, will lend their voice, brain, and energy to the one President we have.

It is the act of summoning this group which gives substance and color to the new President's desire to lead with firmness, but also with an open mind to information and suggestion.

If it is perceived by the country that Gerald Ford begins his tenure with no enemies' list, with no stubborn insistence on dyed-in-the-wool-back-to-the-wall loyalists as those to whom he will turn, the country will be eager to embrace the new President, for there is no emotion or feeling the nation is more ready to prefer than faith in the new leader.

2. No one need suggest to you the need to bring the Congress, both sides of the aisle, into your confidence. You know this far better than anyone, and you practiced it for so long, it is second nature to you, thank God.

3. The very act of your accession to the White House will eliminate Watergate as the cursed cancer in the land.

Therefore, the contagion you must contain is the collapse of the economy. That becomes, with Watergate behind us once and for all, the essential priority of the future.

Again, I would suggest that reaching out for another unofficial body of advisers would be useful. This time, to summon in- to being an Economic Assembly, consisting of economists, labor leaders, business leaders, bankers, former chieftains in whom the public reposed confidence, like William McChesney Martin. Again, the mix should be totally bipartisan. This Economic Assembly will be full of conflicts and possibly cantankerous, but again, no one in the land could accuse you of retreating into isolation to solve the number one plague of this generation. Whatever you do will not be given 100% support, but again, you will have, with honesty and good purpose, attempted to extract from the finest economic minds of the nation, those solutions on which you will put your imprint.

The objective is twofold: to give you the widest range of economic choices from which to choose, and to let the nation know you are approaching the most serious problem of the age with the most seriousness you can attach to it, without partisanship invading any aspect of your decision making. The people ache to have a leader assume command, a leader to whom they can connect political integrity and civic justice. The time is ripe, Mr. Vice President, for a historic standard to be down. You cannot escape history, nor do you want to.

What is needed in the presidency now is not brilliance or the flash and fire of some fleeting charisma, but judgment, sound, wise, thoughtful judgment, residing in a man the people trust and in whom they can believe. That is the meat of the matter.

4. And finally, I would suggest within a day after entering the Oval Office, you go before the people on a national TV address and win their confidence.

LBJ in his first speech to the joint session of the Congress, and you sat in that chamber and heard that speech, won the sympathy and the faith of the nation. It served him when Vietnam began to erode his support and he drew on that pool of public faith for many months after that speech.

The speech ought to be in preparation now, for it may well be the most important speech you will ever make.

It should be brief, without flourish or flights of rhetoric. It should be plain and simple, but full of the bone and blood of right thinking and honest appraisal.

In that speech you may well consider telling the American people you intend to draw on the best this country can offer, from both sides of the aisle, from those who are Democrats and Independents as well as Republicans. The torment of the economy is neither Republican nor Democrat; it pulls the heart out of both, attacks those who like you as well as those who don't. Therefore, if this economic miasma must be cured, it must be done with the whole nation involved, and you intend to do just that.

Make it clear you don't have all the answers. But you intend with all the energy and fervor you can summon to do all that you can as quickly as you can to bring to the Congress and the people some measure of hope that tomorrow will be better than today. For if you win the hearts and faith of the nation quickly, there is no force that can overcome your program. When you call on the people for sacrifice they will lend it swiftly, for they will believe you and follow you.

Please accept these thoughts in the spirit in which they are offered. You will be hearing as you have heard already from a great many others with advice and counsel to offer. Some of it will be good and some of it won't. But all of it surely must be given as this is offered: as a citizen who loves his country and wants his President to know what is right and do what is right without any thought of partisan gain or loss.

I pray for you, Mr. Vice President.

THE WHITE HOUSE

WASHINGTON

September 11, 1974

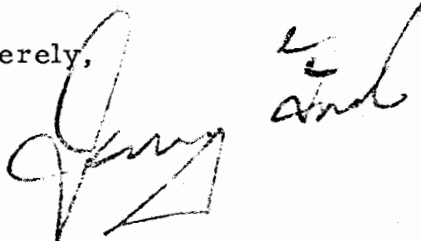
Dear Jack:

I am sorry I have not been able to write you sooner in reference to the very thoughtful memorandum you directed to me as Vice President shortly before I assumed the office of President.

This was most helpful, and I am grateful for the wise counsel and advice.

Many thanks for your complimentary remarks, and my best wishes.

Sincerely,

A handwritten signature in cursive script, appearing to read "Jimmy Carter". The signature is written in dark ink and is positioned to the right of the word "Sincerely,".

The Honorable Jack Valenti
President
Motion Picture Association
of America, Inc.
1600 Eye Street, NW.
Washington, D. C. 20006

STAFFING

THE WHITE HOUSE

ACTION MEMORANDUM

WASHINGTON

LOG NO.:

Date: September 5, 1974

Time:

FOR ACTION: Roland Elliott

cc (for information):

FROM THE STAFF SECRETARY

DUE: Date: Saturday, September 7, 1974 Time: noon

SUBJECT:

Attached letters to John S. Battle and Jack Valenti

ACTION REQUESTED:

For Necessary Action

For Your Recommendations

Prepare Agenda and Brief

Draft Reply

For Your Comments

Draft Remarks

REMARKS:

9/14 w/p

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

If you have any questions or if you anticipate a delay in submitting the required material, please telephone the Staff Secretary immediately.

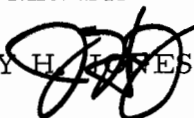
Jerry H. Jones
Staff Secretary

sm

THE WHITE HOUSE
WASHINGTON

August 25, 1974

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: JACK MARSH
FROM: JERRY H.  JONES
SUBJECT: Attached Letters

The attached letters have been returned from the President's outbox with the request that Presidential replies be prepared for each. Please submit them to the Office of the Staff Secretary for signature.

Thank you.

cc: Al Haig

THE WHITE HOUSE

ACTION MEMORANDUM

WASHINGTON

LOG NO.:

Date: September 5, 1974

Time:

FOR ACTION: Roland Elliott

cc (for information):

FROM THE STAFF SECRETARY

DUE: Date: Saturday, September 7, 1974 Time: noon

SUBJECT:

Attached letters to John S. Battle and Jack Valenti

ACTION REQUESTED:

___ For Necessary Action

X ___ For Your Recommendations

___ Prepare Agenda and Brief

___ Draft Reply

X ___ For Your Comments

___ Draft Remarks

REMARKS:

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

If you have any questions or if you anticipate a delay in submitting the required material, please telephone the Staff Secretary immediately.



Jerry H. Jones
Staff Secretary