

Presidential  
du Box

THE WHITE HOUSE  
WASHINGTON

Call made  
8/12/75  
TOD

Mr. Rumsfeld:

As far as I know, the  
President has not yet made this  
call. Perhaps he could make  
it tomorrow.

Terry Jones has heard  
from contacts in California  
that Carter will accept the job.

THE PRESIDENT HAS SEEN.....

THE WHITE HOUSE

WASHINGTON

RECOMMENDED TELEPHONE CALL

TO: Ed Carter

RECOMMENDED BY: Donald Rumsfeld, at the request of David Packard

PURPOSE: To say that you hope he will take the job Dave has been talking to him about and that you would like him on board.

BACKGROUND: Dave Packard has spoken to Ed Carter about becoming Ford Finance Chairman in California. This has been cleared by Bo Callaway, Leon Parma, the Republican State Chairman of California, etc. Packard says it is all set to go and he simply wants you to call Ed and say you hope he'll take the job and you would like to have him on board.

Since you do not personally know Ed Carter here are a few facts on his background:

-- Took over the Broadway Stores in Los Angeles.

-- The original company has since merged with Hale Brothers of San Francisco and bought control of Neiman-Marcus, Bergdorf Goodman, and Harrod's in London, and turned it into a huge retail company. The holding company is presently named Carter, Hawley, Hale.

-- Regent of the University of California.

-- Director of AT&T and several other major corporations.

-- Considered one of the more able men in California and a brilliant businessman.

-- Has never been active politically; although he has been a strong GOP supporter behind the scenes in California. His only political activity was to be the Chairman of the Richard Nixon Dinner in 1972.

-- To have him become Finance Chairman would be a major coup because of the great respect he commands in California.

-- His friends say he has a giant ego that requires fairly constant stroking but there is no question about his capability or brilliance.

You might recall that there was some sensitivity on Mr. Carter's part in that he never received a notification that he was being dropped from the Labor Management Committee in September of 1974.

He also falls in the category of Nixon's friends that Clem Stone spoke to you about. He is anxious to be invited to a White House dinner and considered a member of the first team and has felt slighted by the Ford Administration up to now.

Though we have not worked out a solution for a significant part time position for Ed, Doug Bennett is working on this.

ACTION \_\_\_\_\_