

THE WHITE HOUSE

WASHINGTON

October 30, 1975

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: DOUGLAS P. BENNETT

FROM: JAMES E. CONNOR



The attached letter was returned in the President's outbox.

It has been reviewed by Don Rumsfeld. He requests you discuss the matter with State and report back to him.

cc: Don Rumsfeld

Attachment:

Letter dated October 18, 1975  
from John Davis Lodge

Don A) ✓

What ?

Don - talk to  
State -  
& report to  
me.

THE PRESIDENT HAS SEEN.

JOHN DAVIS LODGE

PERSONAL    EYES ONLY

October 13, 1975

His Excellency  
The Honorable Gerald R. Ford  
President of the United States  
The White House  
Washington, D. C.

Dear Mr. President:

It was a real pleasure to greet you at the dinner in your honor. Your speech was excellent and the entire occasion a great success, financially and otherwise. Many people expressed their appreciation that you favored us Connecticut Republicans with a visit. I was glad to find you in such fine form, and I was happy that you came through the car crash unharmed.

It is now almost two years since I returned from my post in Buenos Aires. Based in part on the enclosed photostat of a letter dated March 1, 1975 from Mr. William Walker of your office, I have kept myself in readiness for some other assignment.

I trust that my eleven years as Ambassador have proven my ability to cope with diplomatic assignments. As you will recall, I was on the Foreign Affairs Committee when we served together in Congress. During World War Two I held a diplomatic assignment as Liaison Officer between the United States and the French navies. I enclose two samples of newspaper comment for your interest. However, in spite of my varied experience over many years in the field of foreign affairs, and in spite of my fluency in several languages, I am quite willing to serve in other appropriate fields.

A good many men older than I have been appointed, and

To The Honorable Gerald Ford

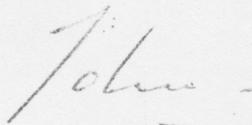
in particular my brother Cabot and those two Democrats, David Bruce and Ellsworth Bunker, both of whom are much older. I gather that fitness, not age, is the criterion. This is as it should be.

Mr. President, I am the only former Republican Governor of Connecticut who is active politically. I have no intention of retiring. I am fit and full of vim and I am confident that I can successfully handle any assignment given me.

The political pot in Connecticut is simmering and I shall appreciate it if you will give me some kind of a signal in order that I may make plans.

With warm and respectful regards,

Sincerely,



John Davis Lodge

JDL/D  
Enclosures

THE WHITE HOUSE

WASHINGTON

March 1, 1975

Dear Ambassador Lodge:

The President has asked me to respond to your recent letter and to convey his best wishes.

I am glad to know of your interest in continued public service. Presently, the Administration is undergoing several changes and most of the positions currently vacant are not ones I believe would offer sufficient challenge to you.

However, I will keep you in mind over the next months and will be in touch with you should an opportunity arise in which your valuable services could be of assistance to the President.

Thank you very much for letting us know of your willingness to be of service.

Best wishes,

Sincerely,



William N. Walker

Director

Presidential Personnel Office

The Honorable John Davis Lodge  
129 Easton Road  
Westport, Connecticut 06880

Walter Trohan

## Envoy Refutes 'The Ugly American'

**A** GREAT deal has been heard about the "Ugly American," the diplomat, usually a former politician, who blunders and humbles his way through an important mission, leaving a swath of ruin, but very little is heard of the charming American, the diplomat who performs with ability and tact to enhance our national prestige.

Such an admirable performer is John Davis Lodge, the Ambassador to Spain soon to be sacrificed to the party spoils system. Lodge, a member of one of America's proudest families, was dashing enough to act in motion pictures and on the stage before turning to war where he won an impressive array of decorations in the Navy. After the conflict he entered politics, serving two terms in the House and one as Governor of Connecticut. He is a Republican.

He began his diplomatic career by missions in the Caribbean. These were so successful that he was named Ambas-

sador to Spain in 1955. In five years at this post, Lodge has established himself as the most popular American ever to represent his country in the post at Madrid.

Other politically minded diplomats, like Robert Hill in Mexico, and other political selections like John Hay Whitney in Britain, have done as well if not better than career diplomats. But the Ugly American remains the pattern in most American minds when Ambassadors are appointed from civilian or political life. The sins of many have blighted the brilliance of the few. When the administration changes, they will go the way of the failures, for it is of such stuff that patronage is made.

Yet, the real offenders will continue to reap ill-will in their bureaucratic way. Those who do most harm to America in the diplomatic houses over the world are the vast armies of workers who are paid better and maintain a scale of living they could not win at home.

Many of these avoid the citizens of the country in which they are stationed as they would the plague, never aware that they are the foreigners. They demand and get American foods in special stores, while enjoying armies of servants for themselves and their dependents.

Some of these are able and efficient, but many would be without identity at home. In their isolation, they do little to formulate policy and less to advance their country, relying on citizens of the country in which they are stationed to do the bulk of the work they cannot do because they do not know the language, the problems or the manners of the country in question. This is why the swollen diplomatic establishment must maintain thousands upon thousands of foreign nationals, whose affection and sympathy can hardly be expected to go to a land they do not know and whose workers they can envy but hardly admire.



JOHN DAVIS LODGE  
... Charming American

# Spanish Editorial Pays Tribute To Retiring U. S. Ambassador

# DE GAULLE ECHOES HIS ALGERIA STAND

### Praise of Lodge Is Regarded as Triumph for Technique of Personal Diplomacy

By BENJAMIN WELLES  
Special to The New York Times.

MADRID, April 15—A few days ago the extreme right-wing Spanish newspaper Arriba paid a generous tribute to the retiring United States Ambassador, John Davis Lodge.

Mr. Lodge, who has represented the United States here for six years, is en route home with his family aboard the United States liner Constitution.

Arriba's tribute was in the form of a two-column editorial titled, "So Long, Mr. Lodge." The editorial was unusual, for only a few days before the newspaper, in concert with many other Spanish newspapers, had been bitterly assailing the United States for its stand in the United Nations against Portugal over Angola. In recent weeks criticism of the United States in the Iberian peninsula has reached new heights.

"Gentlemanly, frank and generous," Arriba wrote of Mr. Lodge, "he has penetrated the mysterious stronghold into which not all are able to enter: the soul of the Spanish people. He was our friend back in 1948 when it neither easy, popular nor, indeed, wise for a man in American politics to be one. Lodge, the diplomat, may be leaving, but Lodge, the man, can never leave us."

### Two Nations Compared

In this chivalrous tribute there is a diplomatic point that applies equally in neighboring



John Davis Lodge

relations. Mr. Biddle will be entering a new and complex period.

Spain has emerged in the last six years from diplomatic isolation—thanks to massive United States aid. Spain has largely repaired her shattered economy, has restored friendly relations with all the Western powers and is holding her head higher than in many years.

Moreover, Spain is entering the final phase of Generalissimo Francisco Franco's one-man rule. He is 65 years old and still in good health. However, new Spanish generation has grown to maturity and is waiting to take over. The new generation knows and cares little about the civil war that brought General Franco to power and regards him less as a "savior" than as a nineteenth-century military autocrat whose day is drawing to a close.

### Peace Plea Made to Rebels for 5th Time in 5 Days

Special to The New York Times.

BORDEAUX, France, April 16—For the fifth time in five days President de Gaulle extended the olive branch to the Algerian rebel Provisional Government today.

"We offer peace and association with France to the Algerians, including first of all those [Moslem nationalists] who have until now refused our extended hand," the President told a rain-drenched but exuberant crowd here at the close of a five-day tour of southwestern France.

At this point someone shouted "Algerie Française!" the battle cry of the right-wing extremists in France and Algeria. The heckler was savagely beaten until the police rescued him.

Several demonstrators whistled disapproval when President de Gaulle expressed his view which he said he was sure was that of the entire French people. "The new Algeria, which can have our help if it desires, must follow its own road," he said. "This is common sense, the reasonable solution."

### Incidents Held Minor

The incidents were viewed as insignificant in the face of massive popular approval of General de Gaulle's policy as expressed in the Perigord and the Fronsac wine country. The tour ended last Wednesday and he is back to Paris this morning.

If the Algerian rebels expected the French President to be even more conciliatory toward them in his final days than he had been, they were disappointed.

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of the importance of "personal" diplomacy in an age when rapid shifts in United States diplomacy take place through telephone consultations between the White House, the State Department and the United States delegation in the United Nations on the eve of a major vote.

Conditions in Spain and Portugal are not identical, but they are analogous. Both are conservative, predominantly Catholic nations linked by centuries of experience and by recent experience of communism. Both have important possessions in Africa and both suspect the Kennedy Administration of currying favor impulsively with the African-Asian bloc at their expense.

In Lisbon, serious riots have occurred outside the United States Embassy. Although nothing such as this has happened in Madrid, the Spanish mood might change overnight should the United States back Morocco in her semi-official guerrilla warfare in the potentially oil-rich Spanish Sahara.

What has impressed observers is that the United States Ambassador in Lisbon, C. Burke Elbrick, and Ambassador Lodge in Madrid have been the recipients of unusual courtesies not only from government officials but also from private citizens of every walk of life. While the official United States policy has been under attack, the successful personal diplomacy of the two envoys has paid dividends.

Mr. Lodge, a two-fisted "Brahmin" from Boston, has left Spain and Anthony J. Elbrick, the erstwhile "Brahmin" from New York, has returned

Celebrau

