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THE WHITE HOUSE

WASHINGTON

June 21, 1976

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:

JERRY JONES

FROM:

JIM CONNOR *JEF*

The attached letter was returned in the President's outbox with the following notation:

"Information and action where appropriate"

Please follow-up with appropriate action.

cc: Dick Cheney

Attachment:

Letter from Leon W. Parma dated 6/4/76  
re visit to Salt Lake City June 26 and 27, 1976.

THE PRESIDENT HAS SEEN....

LEON W. PARMA  
POST OFFICE BOX 2262  
LA JOLLA, CALIFORNIA

June 4, 1976

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

Dear Mr. President:

It is my understanding you will be going into Salt Lake City on June 26 and 27, 1976, and will be at the Tabernacle with President Kimble and other authorities of the Mormon Church.

I am sure Jim Brown and others in Utah have a far better grasp than I, but since our number two daughter, Patricia, and her husband, David Kressin, are such dedicated members of the Church, I have had occasion to talk with them and others including Judge Clifford Wallace who, as you know, is a very dear friend of mine.

Following are some observations:

I would urge that for this event you invite the whole family including Mike and Gayle to accompany you to Salt Lake City. As you well know, the family is the dominant element in the Church. I cannot think of anything more impressive than all of you appearing together at all the Utah functions.

Your remarks should be directed to the importance of the family unit and to our individual liberties as Americans. You have been projecting your thoughts along this line about the future of America and I would think a re-statement of your philosophy that people should do more as individuals and family units by taking the lead of this tenent of the Mormon Church will set very well across the land.

The other fellow in this race has made statements on welfare which have impressed Mormons throughout the country. As we all know, the Church has great pride in its ability to take care of its own, and in fact instructs the members that the first act in meeting the welfare needs of an individual is that his family unit should take care of that person and that as a last resort, the Church then will supply the person's needs. I am amazed that our kids have a year's supply of food, clothing, and other necessities put aside for this very purpose.

I believe that having the whole family present with you on the podium, with your speech being directed to the importance of the family unit, with your great family as an example, will have a significant impact not only in Utah, but throughout the country. The philosophy that you and Betty have and still practice with the boys and Susan of having truth within the family is significant, and above all the fact that your children feel the unconditional love of you and Betty is a matter of such importance that it needs to be stressed over and over again - particularly in this day.

I am told that Chief Justice Burger, in recent remarks, addressed himself to the spirital source need for the people of this country. It may be well to have Bob or someone in the White House review that speech.

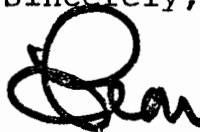
I would also urge Betty make a trip into Utah with Susan or one of the boys prior to their July 17 convention. Her warmth, attractiveness, and sincerity will be felt by all the people there. She can speak to the importance of the family and have a profound effect on the people of Utah.

Page 3.

As you know, the July 17 Utah G.O.P. convention will probably have some 2500 people present to select 20 delegates. It is my conviction that with your presence in Utah with the Ford family all together we can win more than our fair share of these delegates.

With warmest personal regard.

Sincerely,

A handwritten signature in black ink, appearing to read "Leon", written in a cursive style.

Leon W. Parma

/ceb

June 21, 1976

Jana

As discussed, please make sure  
that an acknowledgment has gone to  
Mr. Brayman for his support letter  
from PFC. Thanks.

Trudy Fry

THE WHITE HOUSE  
WASHINGTON

Dick Cheney

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information &  
action where appropriate.

THE PRESIDENT HAS SEEN....

From the desk of

WILLIAM G. WHYTE

May 28, 1976

The Honorable Robert T. Hartmann ✓  
The Honorable Rogers C. B. Morton  
The Honorable Bryce N. Harlow

Harold Brayman formerly headed the Washington office of the now defunct New York Sun. From there, he went to DuPont as head of Public Relations, and he is now thought of as one of the senior citizens in the Public Relations fraternity. He is a former President of the Gridiron Club.

I give you this background to set the stage for the attached letter. I think his thoughts make a lot of good sense, so I am passing them along to you for what they are worth.

At the same time, in case you haven't seen it, I am sending along a promotion piece concerning Clark Mollenhoff's new book "The Man Who Pardoned Nixon." I have known Clark for many years, and this profit-oriented venture on his behalf and at the expense of Jerry Ford puts him on my personal \_ \_ \_ \_ list.

W.G.W.

Wm. G. Whyte

U.S. Steel Corporation  
1625 K Street, N.W.  
Washington, D. C. 20006

Attachments



HAROLD BRAYMAN  
ROOMS 3 AND 4 - SUITE 1250  
WILMINGTON TRUST BUILDING  
WILMINGTON, DELAWARE 19801

RECEIVED  
WM. G. WHYTE

MAY 20 1976

AREA CODE 302  
774-7255

May 18, 1976

VICE PRESIDENT  
WASHINGTON

Mr. William G. Whyte  
Vice President  
United States Steel Corporation  
1625 K Street, N.W.  
Washington, D. C. 20006

Dear Bill:

It was certainly nice to see you and Peggy at Ponte Vedra, although we didn't get much time to talk. It just seems to be that way at the Seminar unless one gets seated at the same table during one of the dinners.

I told you I was going to write you a letter after I got back, and I am doing so, since you are the only one I know among those people who are close to President Ford.

As you would doubtless conclude, I am all for him, and I have already made a substantial contribution to his campaign. But whether he wins today in Michigan or not, he is in trouble. I don't mean just the nomination. I am assuming he'll get that, but what worries me is the election.

I don't think the kind of campaigning he's doing today is effective.

In the first place, he ought to act like the President of the United States, rather than being down beating the bushes and "pressing the flesh" with Ronald Reagan.

In my opinion, there is only one course of action at this stage that can lead to successful nomination and election, and that is to go to the people on a broad basis, via national television, and to run against the Congress. I realize his loyalties to his old friends make it difficult, perhaps, for him to do this, but he has to dramatize the issues and make

people understand where he stands. Then he'd be the President of the United States asking the people to keep him in power because they need him, and not just another political candidate.

Specifically, I think he ought to go on national television without delay and point out to the American people the differences that exist between him and the Democratic Party. In my opinion, the most effective speech with the public that he ever made was the one during the early days of the energy crisis, when he tore the months off the calendar and said, "January passed and Congress did nothing, February passed," etc.

He ought to dramatize the energy issue. Few people realize that we are more dependent on Arab oil now than we were when the embargo occurred. And the way things are going, we are going to be even more dependent in the future.

What has been done by Congress to meet this situation? Judging by the results, they are the Arabs' most effective ally. Instead of encouraging production of oil and gas, the building of atomic plants, the development of the greater use of coal, etc., etc., practically every move they've made has been obstructive. Is this in the interests of the American people?

They asked the people to penalize themselves by conserving gasoline, while they cut down the supply by blaming the oil companies for the shortage instead of the Arabs, and by discouraging production in order to make votes out of attacking the oil companies. Is this statesmanship? Does it even make sense?

Without stretching the facts at all, I think one could make out a good case that the two Congresses we have had since 1972 are, with the possible exception of the Thaddeus Stevens Congress after the Civil War, the worst in our history.

The first of these Congresses did little except to try to destroy an administration so they could get back into power. The second of them has done nothing except to obstruct every constructive measure that the President has proposed. The issue in this campaign is Ford or the Congress, which do you want, because if a Democratic President is elected, the chances are that he'll sign most of the legislation that comes up out of Congress instead of vetoing it.

Politically, this is an ideal issue. The President has the facts on his side, he has the country's interest on his side, and he has the good common sense of the American people on his side -- once they understand the facts.

And it has worked before. It's not a new, untried scheme. Harry Truman used it successfully to win re-election against a prospect of certain defeat. Franklin Roosevelt used it time and again when he wanted legislation that Congress was reluctant to give him. In his series of fireside chats he went over the heads of the Congress to the people and asked the people to let the Congress know how they felt. Congress felt the lashes of the whip and moved into line.

I disagreed with Franklin Roosevelt on a vast number of his policies. Although he led in the wrong direction, he was the greatest leader this country has had in this century. By that I mean he knew better how to lead, he had the techniques of getting what he wanted.

President Ford's policies have been excellent. No one could fault him on them, although some might disagree, of course, with some specifics. He's been a fine President, but the American people don't realize what he has been up against or where the responsibility for inflation, energy, etc., etc., lies, nor who is really entitled to the credit for the degree of economic recovery we are now getting. The press is not being helpful, and the television is being murderous. The only way is for the President to go to the people as President and tell them the facts of life.

And if by chance, as once before, the networks tell him they won't carry his speech, then I'd buy the time and ask the American people whether they are willing to have network managers decide when and on what subjects the President of the United States can talk to them.

And the next time Congress throws up a bill that increases government expenditures, or is inflationary, or for some other sound reason has to be vetoed, he ought to veto it on television in prime evening time, and tell the American people why.

It is late in the game, but there is still time. I realize it's against the President's inclinations to go after Congress. But the Democratic leadership of Congress hasn't hesitated to go after him. And incidentally, this course would also be greatly helpful to Republicans running for Congress.

It takes strong men to run a country like the United States. President Ford has shown to the initiated that he has the strength of will and determination to do it the way it ought to be done. He needs to demonstrate it dramatically to the American people.

If he does, they'll respond. If he doesn't, I very much fear he's a cooked goose. Whistle-stopping in Michigan won't re-elect him.

Please understand that this is written not in the spirit of criticism, but in an effort to try to be helpful toward the re-election of a man who I think has done a fine job as President, and whom the country needs in the years to come.

With best regards,

Sincerely,

A handwritten signature in cursive script, appearing to read "Arnold". The signature is written in dark ink and is positioned below the word "Sincerely,".