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Filed 11/18/76

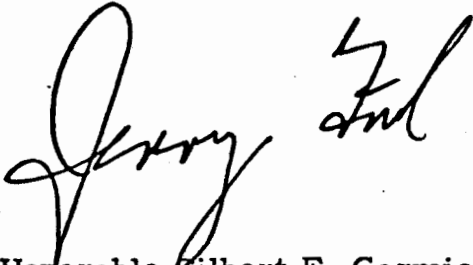
November 23, 1976

Dear Gil:

Thank you for your thoughtful letter. I certainly appreciate your most generous personal comments. I am also very much aware, however, that it was the absolute dedication of wonderful friends like you that made it possible for us to come from so far behind, to run so effective a campaign and offer so tough a challenge. I will never forget your loyalty and untiring efforts on my behalf.

I also want you to know that I will consider most carefully your recommendations concerning our Party and its future direction. Your comments about our need to expand the Republican base and your remarks about the kind of leadership we must have seem particularly pertinent. I welcome your ideas and your continued support and help in returning the GOP to majority party status.

Warmest personal regards and appreciation,

A handwritten signature in cursive script, appearing to read "Jerry Ford". The signature is written in dark ink and is positioned to the left of the typed name below.

The Honorable Gilbert E. Carmichael  
Post Office Box 5673  
Meridian, Mississippi 39301

THE WHITE HOUSE

WASHINGTON

November 18, 1976

MEMORANDUM FOR:

ANNE HIGGINS

FROM:

TRUDY FRY

SUBJECT:

Letter from Gil Carmichael

The President reviewed the attached letter from Gil Carmichael and made the following notation:

"Make certain Dick Cheney sees Gil's letter. Write good response."

Please prepare appropriate response and return to me in order that it can be checked with Dick Cheney.

As discussed, I sent you a copy of this letter earlier to prepare a response.

THE WHITE HOUSE  
WASHINGTON

MR PRESIDENT:

The attached is for your information.  
It will be handled in a routine manner  
unless you indicate otherwise.

Jim Connor

*Make certain Dick Cheney  
rec'd this.  
Write good response.*

**GILBERT E. CARMICHAEL**

POST OFFICE BOX 5673

MERIDIAN, MISSISSIPPI 39301

November 3, 1976

Dear Mr. President:

I have had time now to kind of get used to the events of the last few days. The press has called me several times, and I have had to sit down and put my thoughts together. I thought you might like to know how one of your supporters saw it from "down in Mississippi."

You gave us a very strong Republican base to build on in the South. We were so close to carrying the state that we seriously were considering a recount Wednesday. These people in Mississippi, who voted Republican, had to do so after a lot of thought and study, and you gave them excellent reasons for supporting you. You fought gallantly and you had to carry Nixon's pardon, Watergate, the recession and the energy crisis on your back. You also had to put up with the disgruntled Reagan people who really didn't get their motors running in time. You had to build a national constituency for yourself and do your job all at the same time. It was a fantastic performance, and you nearly pulled it off! The odds were impossible. I deeply enjoyed getting to know you and fighting by your side.

Our Republican Party must learn to reach out to the little people, too. I don't think we have to do it by promising more welfare or bigger federal programs, but I think that we should do it by opening up the economic system so that more blacks and more women can participate. Last December, when you and I sat and had coffee together, we talked about my Governor's race and the fact that my Democratic opponent had put together a coalition of blacks and labor and beat us. The same thing happened Tuesday night. This doesn't mean we turn our backs on them; quite the contrary. It means we have to develop a message that fits within our Republican philosophy, but one which speaks to them, personally.

November 3, 1976

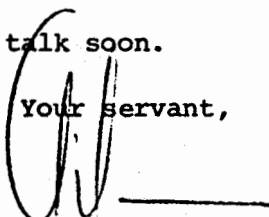
You have established deep friendship in the South, and you are our key political leader now for the development of the Republican Party in the days ahead. I hope that you realize, and the National Committee realizes, our most fertile ground is in the South. I need you to help me develop candidates in Georgia, Alabama, Mississippi and Louisiana for the next year. I particularly urge you to take the reins of the National Republican Party and continue to be the dynamic leader you have been for the next two years.

You did something that Nixon never did for the South. You broke our connection with Jim Eastland and the old bogus Conservative Democrats. This is a significant step in the next phase of a Republican South.

I close with this: The message to us in this Presidential race this year is that we must reach out for the little people of our country and for the minorities, but we must not offer them more welfare. Our alternative must be to include them in the economic system--to offer them better jobs, better pay, dignity and equal participation within the system. A true Conservative has several key priorities, the first of which must be to conserve the human beings, and then to preserve our institutions.

I hope we get to talk soon.

Your servant,



Gil Carmichael

GC/hal

President Gerald Ford  
The White House  
Washington, D. C.