

**The original documents are located in Box 5, folder “Housing” of the Richard B. Cheney Files at the Gerald R. Ford Presidential Library.**

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THE WHITE HOUSE  
WASHINGTON

Kathie

Save



THE WHITE HOUSE  
WASHINGTON

De  
mura

To Jim Lynn,

Jack Stiles, an old friend  
& a part-time consultant on the  
White House staff, gave me  
the attached. He & his  
family (brother & father) have  
been in housing & real estate  
for years.

What is your reaction  
to such a Turk Free?

ORIGINAL RETIRED TO  
SPECIAL DOCUMENTS FILE

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

1/19/75

FROM: John R. Stiles *JRS*  
TO: The President

SUBJECT: Task Force on Housing

to  
When housing starts plunge, shortly afterwards the general economy falters; when housing starts <sup>to</sup> rise, the general economy begins to recover. This has been a fact of history since the panic of 1893. Housing is the bellwether of prosperity. Construction and sales of new homes create a demand for dozens of products; Carpet, refrigerators, stoves, washers, driers, paint, fabrics--even auto sales are stimulated by the activity in housing.

Housing starts are now at a longtime low. Additional efforts should be made to encourage the housing industry.

Housing is a diverse industry. There are no automated production lines to start and stop on the push of a button. Therefore the conditions that stimulate activity are manifold: consumer confidence, financing, and availability of product at attractive prices. These desired conditions can differ in each part of the nation.

Leaders in the industry are not negative about what can be accomplished to revive housing activity. There is, however, a wide difference of opinion as to what can be done to bring about recovery in this field. Therefore it is suggested that a 26 man task force on housing be established for a crash study of the problems of the trade and the most unanimously agreed suggestions presented to the Administration for possible action. <sup>Many</sup> of the suggestions will not involve recommendations for government expenditures --they will recommend administrative policy and leadership. The task force should be instructed to come up with programs and policies the least inflationary and at the minimum outlay of taxpayers dollars at this time. If some dollars are to be invested or spent outright they should be spent where they will do the most good.

Obviously the task force should be representative of all segments of the industry with the widest possible geographic make up. They should act as quickly as possible with a maximum of 60 to 90 days to present their recommendations.

The housing industry is suffering from lack of morale and confidence. Action of this positive kind by the administration will go a long way toward rebuilding that confidence and indicating that we do understand and care about the plight of the industry.



Don memo

THE WHITE HOUSE  
WASHINGTON

Pick  
mark

Don Rumsfeld

Pete Accetta, my  
good friend at home who is  
in the business of supplying  
materials to the Mobile  
Home Industry gave me  
this last week.

He mentions Talbot in  
memo + also in conversation  
with me.

ORIGINAL RETIRED TO  
SPECIAL DOCUMENTS FILE

MEMORANDUM

~~THE WHITE HOUSE~~

WASHINGTON

January 21, 1975

TO: The President

FROM: PFS

SUBJECT: Follow-up on HUD

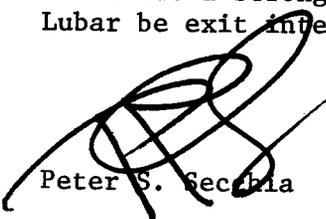
After this mornings' meetings I am further convinced reorganization is imperative.

1. There is little morale and less organization
2. Responsibility is given without authority
3. There is little (if any) organizational leadership

Mitchell is over his head and I believe he would best serve the Department as Chief Counsel (liquor might be a future problem)

Lynn has stated "The Nixon stain won't wear off until I get another assignment." I feel his move is to by-pass Meecker and build his own base thru the use of his men (i.e.: Mitchell), then be available for a "fat" job on the outside. He is maneuvering for power while his department flounders.

HUD needs a strong leader and a new direction. I strongly urge that Lubar be exit interviewed and used in your Administration if possible.

  
Peter S. Secchia

**PS - THE YPO DID AN INDEPENDENT AUDIT (AT THE REQUEST OF THE SECRETARY) AND PROPOSED THE REORGANIZATION THAT WE DISCUSSED LAST NIGHT, THIS REPORT IS FILED AWAY BUT A COPY IS AVAILABLE TO ME.**

