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THE WHITE HOUSE
WASHINGTON

*Kathie
for our files*

MEETING WITH MR. AND MRS. W. MAX BINSWANGER

Tuesday, June 10, 1975
12:45 PM (15 Minutes)
The Oval Office

RR7

From: Richard B. Cheney

I. PURPOSE

To report on the Paris Air Show which Mr. Binswanger attended as the President's Special Representative.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background: Mr. Binswanger formerly lived in Detroit and owned a large trucking company. He recently sold out his interest in Michigan and has moved to California.

He is identified by Leon Parma as a man who is fairly close to Governor Reagan. Leon is working hard to get him to sign on publicly as committed to you within the next month or two.

Governor Reagan recommended Binswanger for an appointment as an Ambassador. This is the only man Governor Reagan has pushed hard with us so far.

There are reservations about appointing Binswanger at State as well as in our Personnel Office in terms of his qualifications, but we do want to stroke him in light of Leon's interest in California.

B. Participants: Mr. and Mrs. W. Max Binswanger
Mr. Richard B. Cheney (Staff)

C. Press Plan: White House Photographer

III. TALKING POINTS

1. I appreciate your willingness to represent the United States at the recent Paris Air Show.
2. I understand from Leon Parma that you have been very active in California politics and would be interested in your views on the political situation in California.