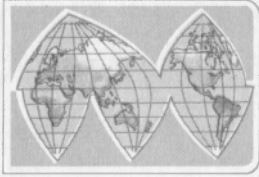


**The original documents are located in Box 42, folder “Presidential Campaign (13)” of the James M. Cannon Files at the Gerald R. Ford Presidential Library.**

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Campaign



WILLIAM B. WALTON  
VICE CHAIRMAN OF THE BOARD

Holiday Inns INC. 3742 LAMAR AVENUE • MEMPHIS, TENNESSEE 38118 U.S.A. 901 362-4602

976 NOV 1 PM 2 48  
November 1, 1976

Mr. James M. Cannon  
Assistant to the President  
for Domestic Affairs  
The White House  
Washington, D. C. 20500

Dear Jim:

As you know from our conversation, I believe the reelection of President Ford may well swing on just a few votes in key places.

Many of these votes just could come from among the four million employees of the tourism industry ... and the families and friends they can influence.

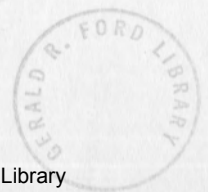
A positive statement concerning tourism by the President at this late hour could do the trick and the attached was drafted to aid in developing such a statement.

We're all pulling for you.

Sincerely,

William B. Walton  
Vice Chairman of the Board

WBW:mp  
Enclosure



Ladies and Gentlemen, one of the items I want to touch on briefly tonight is a subject I believe may contain one of the greatest economic opportunities our country can experience in the next century.

I like to think of it as Selling America - Century III and I am talking about our great travel and tourism industry ... an industry that currently employs four million of the working people of the United States and provides over \$72 billion in retail sales to our Gross National Product ... second only to food. Every \$15,000 spent by international travelers to this country creates another job and for every dollar that is spent, 7.7¢ goes to federal, state and local taxes.

Last year Americans traveling outside the domestic United States spent \$8 billion while travelers coming to the United States spent \$4.8 billion ... a deficit of \$3.2 billion. If we were to close this import/export relationship at the rate of one new job for every \$15,000 spent, we could create about 213,000 new jobs and do it the American way ... by providing permanent jobs in the Private Sector.

When I signed the first major travel/tourism bill in 1975 to call for a new look at domestic tourism, I stated my firm belief that in our travel and tourism industry lies a great new opportunity for improving the economic and social well-being of our country without further burdening the already overburdened taxpaying American public. We are going to receive over \$1 billion in tax dollars generated from our international visitors this year and I intend to continue to use the prestige and the leadership of my office to further develop our great travel and tourism industry. It has too long been America's best kept secret.

*Electra*

PRIORITY  
 DE WTE #5746 3041842  
 P 301911Z OCT 76  
 FM JIM CANNON

1976 NOV 1 AM 10 00

TO TERRY O'DONNELL  
 FOSTER CHANOCK

UNCLAS WH61577

MEMORANDUM TO: JERRY JONES  
 FROM: JIM CANNON

JOE MARGIOTTA IS DETERMINED THAT THE NASSAU RALLY  
 WILL FOCUS ENTIRELY ON THE TWO MAIN CANDIDATES --  
 SENATOR BUCKLEY AND THE PRESIDENT.

HE INSISTS THERE BE NO OTHER SPEAKERS. MOREOVER,  
 HE IS CONCERNED THAT ANY ATTEMPT BY JAVITS TO SPEAK  
 WOULD BE MET WITH BOOS, BECAUSE OF JAVITS' RELUCTANCE  
 TO SUPPORT BUCKLEY.

JOE WILL CONTROL THE PROCEEDINGS AND THE INTRODUCTIONS.  
 HE IS PLACING JAVITS AND THE STATE ATTORNEY GENERAL  
 AND OTHERS ON THE PLATFORM, BUT THEY WILL NOT SPEAK.

JUD SOMMER, WHO HAS WORKED CLOSELY WITH JAVITS ON  
 NEW YORK MATTERS FOR A LONG TIME, ADVISED THAT IT IS  
 IMPORTANT THAT JAVITS SIMPLY BE INFORMED THAT HE WILL  
 NOT BE CALLED ON TO SPEAK AT THE NASSAU RALLY.

THE BEST WAY TO DO THIS, ACCORDING TO JUD, IS FOR  
 DICK CHENEY TO INFORM JAVITS ON THE PLANE OUT OF  
 SYRACUSE THAT MARGIOTTA'S PLAN IS TO HAVE THE TWO  
 CANDIDATES SPEAK AND NO OTHER SPEAKERS.

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PN81039604 PAGE 01 OF 01 TOR:304/16142Z DTG:301911Z OCT 76

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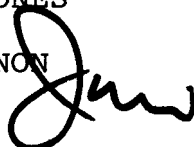
THE WHITE HOUSE

WASHINGTON

October 29, 1976

MEMORANDUM TO: JERRY JONES

FROM: JIM CANNON




Joe Margiotta is determined that the Nassau rally will focus entirely on the two main candidates -- Senator Buckley and the President.

He insists there be no other speakers. Moreover, he is concerned that any attempt by Javits to speak would be met with boos, because of Javits' reluctance to support Buckley.

Joe will control the proceedings and the introductions. He is placing Javits and the State Attorney General and other ~~candidates~~ on the platform; but they will not speak.

Jud Sommer, who has worked closely with Javits on New York matters for a long time, advises that it is important that Javits simply be informed that he will not be called on to speak at the Nassau rally.

 The best way to do this, according to Jud, is for Dick Cheney to inform Javits on the plane out of Syracuse that Margiotta's plan is to have the two candidates speak and no other speakers.

file  
Campaign

THE WHITE HOUSE  
WASHINGTON  
November 3, 1976

TO: JIM CANNON 4 AM 7 19

FROM: STEVE MCCONAHEY *SM*

For your information

Comments:

For your appropriate handling.  
Do you want me or the President  
to thank Duci?

*Steve - you.  
would  
thank  
Jim*



FRANK J. DUCI  
*Mayor*



## Office of the Mayor

SCHENECTADY, N.Y.

October 29, 1976



Mr. Steve McConahey, Special Assistant  
to the President  
White House  
Washington, D.C.

Dear Steve:

I want you to know that we have definitely seen a turn-about in our area. President Ford looks better now than he ever did. Sure hope he continues his aggressive, outspoken attitude, because we believe he is on the way to victory.

I am enclosing a religious medal that was given to me and blessed by the Pope. When father McCarthy gave me the medal, he said, "it will bring comfort and help guide your destiny." It has indeed helped me and I would like to give it to the President to help him in the closing days of the election.

Sincerely,

FRANK J. DUCI, MAYOR  
CITY OF SCHENECTADY



file  
Campaign

THE WHITE HOUSE  
WASHINGTON

11/4/76

Jack -  
OK. ?

Jimi





THE WHITE HOUSE

WASHINGTON

November 4, 1976

MEMO FOR: JIM CANNON  
FROM: ALLEN MOORE  
SUBJECT: Phone call to friend of Jack Marsh

I had a long (30 minutes) conversation with this man on October 27 in which we discussed his ideas for solving urban problems, unemployment, and drug abuse.

He seemed appreciative of the fact that someone called who had read and thought about his ideas. I don't believe any further follow-up is appropriate, although Jack may wish to send a response.

THE WHITE HOUSE

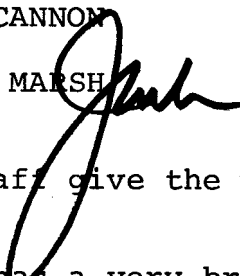
WASHINGTON

October 27, 1976

MEMORANDUM FOR:

JIM CANNON

FROM:

JACK MARSH 

Could some member of your staff give the writer of this letter a call.

I know this individual. He has a very brilliant mind and he works largely as a consultant on matters relating to arson and explosives.

Some of his views may be too expansive but I think it would be helpful if someone from the Domestic Council and/or HUD would touch base with him on this inter-city suggestion he had made.

Many thanks.

Best number: (212) 287-6861

*Davidlee Von Ludwig*

*Consultant*

**Materials Engineering - Metallurgy and Design - Chemical and Industrial Process Methods**  
**Arson Detection - Fire and Explosion Evaluation - Automotive, Aeronautical & Marine Failures**

Oct. 24, 1976

John O. Marsh, Jr. Esquire  
Counsellor to the President  
The White House  
Washington

Dear Jack:

The President made several telling points in the third debate. The one which was historically sound and was in line with my own arguments was in response to Gov. Carter's position to the effect that "unemployment" had been so much lower under the various Democratic administrations- when the President quietly pointed out that it was not Republican policy to solve unemployment by having wars- as in the "fifties"; even though he did not specify, for instance, the Korean caper was Mr. Truman's adventure, nor did he point to the fact that the great FDR solved nothing without the War "boom". etc.

It is a fraud on history to blame Mr. Hoover for the "great depression" as Mr. Carter specifically did. I was in Washington at the time and I personally recall the historical fact that it was the Democratically controlled Congress which rejected all of Mr. Hoover's proposals between 1930-32, only to adopt them all as soon as "their man" was in the White House. Mr. Hoover proposed the RFC plan- he also proposed what became known as the Bank Moratorium; these are but two of his ideas. I also know from History that as Secretary of Commerce under Mr. Coolidge, Mr. Hoover not only made some of the most profound contributions, (the entire western irrigation/dam system of which Mr. Roosevelt claimed credit because, for instance "Boulder" Hoover Dam was Mr. Hoover's child) but he also attempted to cool down the speculative boom in securities, anticipating a burst.

I believe the President, between now and the election, should "set the record straight" concerning the truth about Mr. Hoover. In so doing, he could follow up with the following plan, in continuation of Mr. Hoover's engineering ideas to produce real lasting benefits for the national economy.

Neither contender specified how they would "solve" the crisis in our cities. I suggest we can do so, with multiple benefits, in the following manner. If the President can work this plan into the closing days of the campaign, he will win by carrying every city in the country, including all of the "black" vote.



# Davidlee Von Ludwig

Consultant

**Materials Engineering - Metallurgy and Design - Chemical and Industrial Process Methods**  
**Arson Detection - Fire and Explosion Evaluation - Automotive, Aeronautical & Marine Failures**

p. 2 JOM/ 10/24/76

You and I know something which Mr. Carter, another "southerner" appears to have overlooked, if he ever admitted it, that the entire "antebellum" south was built by black labor- albeit "slaves" nearly all of the mechanics, carpenters, artisans, blacksmiths, etc., who built mansions like Jefferson's own, slave built, Montecello, were black men. Mr. Lincoln, a first Republican President, gave those black mechanics their basic right to work as free men. Mr. Ford would do well to bring to mind these historical facts as the basis for the following.

- 1) All able bodied men and women would be taken off "relief", which degrades them, and given productive work.
- 2) The work would consist in re-building the inner cities.
- 3) Except for a small percentage of "minority" radicals, most blacks, hispanics, chicanos, etc., prefer to work and would do so given the opportunity and a part in the result.
- 4) I suggest the rebirth of the cities would be best done, using HUD as the spark plug, by inducing these peoples to work to rebuild the extant, deteriorated, housing, instead of allowing it further to decay to be replaced by the horrible rabbit warrens which become crime ridden as soon as they are built- about which none of the residents can feel any empathy.
- 5) Following the still dormant plan of Philadelphia, the "homesteading" plan, give abandoned houses to anyone who will rebuild them and occupy them, but further, make "NO" interest or very low interest loans to those who move in, to provide the means, the materials, the support required effectively to make such housing habitable.
- 6) PAY the people working to rebuild their own homes to do the work, giving them the money for their labor which would otherwise have to be given them as "relief".
- 7) Give them tax moratoriums for a minimum of 5 years, after which their houses would become sources of local real estate tax revenues.
- 8) Fund it at a Federal level and administer it locally, but with strict supervision to avoid the kind of ripoffs which now are destroying Medicare- try to keep low level local politicians out of the federal till.
- 9) Pay others to rebuild the city streets- there will be work enough for years in New York City to remove over 5,000,000



# Davidlee Von Ludwig

Consultant

**Materials Engineering - Metallurgy and Design - Chemical and Industrial Process Methods**  
**Arson Detection - Fire and Explosion Evaluation - Automotive, Aeronautical & Marine Failures**  
p. 3 JOM/ 10/24/76

Once the "minorities" have worked their way into owning their own homes, re-building their own streets, (and parks and playgrounds and schools etc.) they will be no different in respect to caring for their property and their neighborhoods than any other peoples.

What will the plan accomplish?

- A) Massive reduction of the totally negative load of "welfare" which benefits no one.
- B) Resettlement of rapidly declining "inner city" areas.
- C) Restoration, in due time, of many square miles of abandoned, non-tax productive urban real estate to a status of being again the base for urban tax revenues.
- D) As each area is renovated, automatically the work force will build to provide the necessary "service facilities" people who will be living there will require.
- C) Instead of destroying the remanent economic value of miles of old, but entirely salvageable, housing, to replace individual habitations with massive, ugly, impersonal new slums, the real value of these structures will be preserved and augmented.
- E) Automatically as these people regain their self respect, regain an identity by having their own place to call their own, "crime" will become controllable; the majority of these people who are often the main target of criminal activity, would be placed in a position of supporting, rather than obstructing, proper police and fire activities.

A second point, no one yet has touched on, is the matter of drugs and "control". There has been no success at all in the attempt to handle drug addiction as a crime. By making drugs obtainable ONLY through criminals, the "pushers" are the source of the plague, which is a major basis for all other criminal activity- (but by no means all, as some police pretend. The Police, by the way, in NYC are the LARGEST source of many "hard drugs"-vide the "french connection" scandal.)

If all existing addicts were to be given their drug shots by doctors, at government expense, the profit in drugs would evaporate- the "international drug cartel" would die, at least as far as this country is concerned. No new addicts, especially not young children, would be generated by "pushers"...



Davidlee Von Ludwig

Consultant

**Materials Engineering - Metallurgy and Design - Chemical and Industrial Process Methods**  
**Arson Detection - Fire and Explosion Evaluation - Automotive, Aeronautical & Marine Failures**

p.4 JOM/ 10/24/76

If the President would come out with a "Works Projects Administrative" plan (stealing FRD's alphabet soup WPA letters) to rebuild the inner cities, restore the integrity of most persons now negatively being processed by "welfare", thus not only solving the tax burden of the working middle class by taking the free-loaders off their backs, but also rebuilding the active tax base of all cities thereby affected, he would walk away with this election.

He could go down in history as the most productive President of this century.

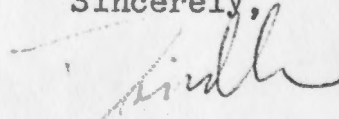
He could start our tricentennial era on a sound basis.

He could prove to the dissidents in Africa, in Asia, all over the world, that America truly believes in the skills and aptitudes of our "disadvantaged" minorities.

Most important he could restore to these people the opportunity to do the things of which they always have been most capable- instead of deluding them via "free enrollment" college programs, exposing them to ideas and values totally beyond their aptitude to cope, giving them meaningless pieces of parchment which misrepresent many of them (not all by any means) as being "professionals", doctors, lawyers, engineers, etc., (not that many of the white persons holding similar bits of parchment are any more competent in those regards in fact:) and he could do all this for less than the true cost of all the giveaway substitutes now being attempted.

The People ARE turned off by this campaign, because neither man yet has come up with a positive program. The few comments I have offered herein are positive and can be done and would "get out the vote" all over the country, I guarantee you. Tell the President to steal FDR's thunder, by emulating the Real President Hoover- and tell him to make a point of telling the People it was Hoover who made so many of the proposals from which FDR benefited...

Sincerely,



Davidlee Von Ludwig

Consultant

**Materials Engineering - Metallurgy and Design - Chemical and Industrial Process Methods**  
**Arson Detection - Fire and Explosion Evaluation - Automotive, Aeronautical & Marine Failures**

p. 5 JOM/ 10/24/76

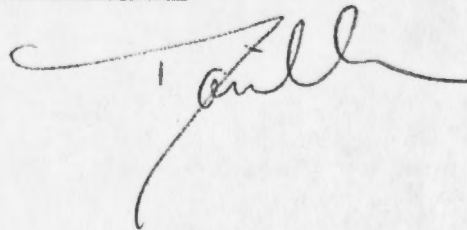
P.S.: I did NOT forget about Union opposition.

Make it a contingent part of any future Debt Support with Federal Revenues (including even "revenue sharing funds) that the Unions which now have strangle holds on most city work programs, either permit the expansion of their Unions to absorb ALL mechanics with whom this Program will deal, OR waive their rights to object, restrict or inhibit the right of free men to do this work for themselves.

In New York City, for illustration, our streets are worse than they are in Warren County Virginia, because the Unionized men who "work" for the city in the Department of Highways, simply do not produce. Neither, to cite another fact, do the employees of the Parks Department ever engage in productive effort- if these men "work" 2 hours per day on an average, that is surprising- and their lazy habits have been the subject of newspaper disclosures (until hushed up by the powers in City Hall) repeatedly over the years.

We are being milked to death by unionized "workmen" who do no work at all. The streets, the parks, the filth in the streets, the high crime, the poor services in municipal (and other hospitals) are all proof.

The President, even though confronted by another antagonistic Congress, could, by Executive Order, institute work plans to replace Welfare failures. This I urge him to propose, NOW, that he intends to do.



*f*  
*Clinton*

THE WHITE HOUSE  
WASHINGTON

November 5, 1976

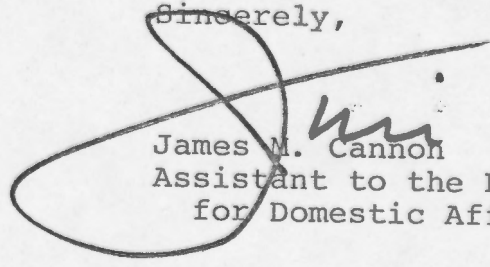
Dear Mark:

Thanks for the copy of the ad.

It was too successful. We  
lost.

With warm regards, *anyway.*

Sincerely,



James M. Cannon  
Assistant to the President  
for Domestic Affairs

Mr. Mark Stroock  
Senior Vice President  
Young & Rubicam International, Inc.  
285 Madison Avenue  
New York, N.Y. 10017





# YOUNG & RUBICAM INTERNATIONAL INC.

285 MADISON AVENUE • NEW YORK, NEW YORK 10017

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MARK STROOCK  
SENIOR VICE PRESIDENT  
DIRECTOR OF CORPORATE RELATIONS  
212 • 953-2003

1976 NOV 1 AM 10 02

October 29, 1976

Mr. James Cannon  
Assistant to the President for  
Domestic Affairs  
The White House  
Washington, D.C. 20500

Dear Jim:

I thought you might want to see the attached ad. It will run Monday, November 1st in the Washington Post, the New York Times, Chicago Tribune, the two Detroit newspapers, the Los Angeles Times, Kansas City Star and probably the Des Moines Register and Tribune and the Denver Post, plus one or two other smaller cities.

Best personal regards,

/c  
attach.



*Electo*

THE WHITE HOUSE  
WASHINGTON

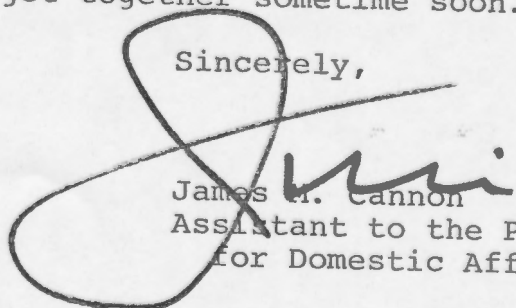
November 15, 1976

Dear Lou:

I received your letter of November 4 and want to express to you my deep appreciation for your dedication, hard work and support of President Ford. We did put up a good fight and are proud of what we were able to do.

Let's get together sometime soon.

Sincerely,



James H. Cannon  
Assistant to the President  
for Domestic Affairs

Mr. Louis V. Mills  
County Executive  
Orange County Government Center  
Goshen, New York 10924





COUNTY OF ORANGE

976 NOV 8 AM 9 50

*With my deep appreciation*

OFFICE OF

The County Executive

ORANGE COUNTY GOVERNMENT CENTER  
GOSHEN, NEW YORK 10924 TEL: 914-294-5151

LOUIS V. MILLS  
County Executive

Vice President  
and  
Member of Board of Directors  
National Association of  
Counties

*Thursday*

*Dear Jim -*

*The President could not have said it better when he indicated, after his concession remarks, that he had put up a hell of a fight. Everyone who fought for him can hold their heads high, and I will always think of Jerry Ford with fondness and respect.*

*I also thank you for the unfailing respect, concern, and understanding you exhibited toward County Government, County Executives, and myself.*

*Good luck in the future, and I hope we see something of you in Orange County - Louis*



110801