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Jack Marsh —

I've sent this in the
mail to the President.

I'd appreciate if you could
get it to Mildred Leonard or
otherwise get it in the President's
night reading — Bill Casey

William J. Casey

Mayknoll
Roslyn Harbor
New York

July 29, 1976

Dear Mr. President:

I would like to tell you why I think Bill Simon would make the best running mate you could select.

This is my third try at selling a Vice Presidential nominee. The first was Everett Dirksen, then in the House, when the New York Times intimidated Tom Dewey into renegeing on his commitment to Charlie Halleck. Earl Warren was supposed to swing California and Minnesota. Both were lost. Ohio, Illinois, Iowa and Michigan were also lost by margins within the reach of a Dirksen or Halleck campaigning in those states.

I have told you about the second try in 1968. When Nixon asked me, in Miami, whom he should pick I said, "Gerry Ford". Even though it took five years, I feel sufficiently encouraged and vindicated to try again.

This time, the only way to overcome the Carter lead is to make our case on the pocketbook issues better than it has ever been made before. Bill Simon can help you on this better than anyone else.

The best thing we have going is the economic recovery. Simon stands tall with you in having resisted the fake remedies and held steady to achieve real recovery.

Polls show that public concern about further inflation is twice as strong as that about

William J. Casey

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Roslyn Harbor
New York*

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unemployment. You and Simon have shown how to fight inflation and unemployment at the same time. Bill would be enormously effective in translating the Democratic platform into renewed inflation, showing how that would create unemployment and how the Humphrey-Hawkins approach could then fuel catastrophic inflation.

Simon can put enough flesh on the big government and bureaucracy issue to take it away from Carter. He can spell out how we can get lower and simpler taxation in more specific and realistic terms than the public has ever heard in a national campaign.

Simon's image and manner is psychologically right. His candor and forthrightness appeal to a post-Watergate public and will present a refreshing contrast to Carter fuzziness. You know there are no skeletons in the closet.

Simon's firmness in representing U. S. interests in the world will help offset the reaction, which is strong and widespread, against Nixon-Kissinger style detente.

Simon will appeal to Catholic and ethnic voters and help hold Reagan supporters in line.

The only argument I've heard against Simon as a candidate is that he's not a household word. You could cure that overnight.

Perhaps most important, his selection would reflect great credit on you for building leadership with the youth, vitality and talent to compensate with the Carters, the Mondales and Kennedys through the 1980's. That outlook would be translated into hope, spirit and drive this Fall.

I'll be in Kansas City and, whoever you pick, I am keeping September and October open to help in any way I can.

Yours,

The President
The White House
Washington, D. C.

William J. Casey