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MEMORANDUM

THE WHITE HOUSE

WASHINGTON

August 5, 1975

MEMORANDUM FOR: JIM CONNOR
FROM: DON RUMSFELD

Attached is a note I sent the President and the President's remarks on it. Would you please talk to Bob Hartmann and see that he begins executing that and then followup on it.

THE WHITE HOUSE

WASHINGTON

INFORMATION

August 1, 1975

MEMORANDUM FOR THE PRESIDENT

Attached is a report of a telephone conversation that Pete Roussel of my staff had with John Connally on July 29. I thought it might be of interest to you.

Don R. *D*

*RRJ
see note -*

THE WHITE HOUSE

WASHINGTON

July 29, 1975

MEMORANDUM TO: DON RUMSFELD

FROM: *R* PETE ROUSSEL

I talked to Connally about his trip but he can't go because of other commitments which have cropped up. He'll defer until a later time.

In the course of the conversation he offered his assessment of last weekend's Democratic telethon ("tell the President this") which he watched "almost in entirety" and which he felt laid out the three themes the President will be encountering heavily from now on:

1) That the Democrats are the party of the people; that Republicans are the party of the special interests. (JBC says they hammered on the word "rich" constantly).

2) That the Democrats are the party of price control on fuel; that the Republicans are for the oil companies and higher gas prices.

3) That the Democrats are the party of concern and compassion; that the Republicans are the party of vetoes against the people, ie. the elderly, etc.

He feels these points are a reflection of what is to come in increasing volume--preaching class consciousness and class division in order to garner support and sees this as the initial salvo of the campaign with high energy costs and high food costs being constantly laid at the feet of the President.

As a counter, he sees the situation "like the period when LBJ came into the Presidency, with unrest, uncertainty, distrust and doubt high throughout the country. LBJ sensed the mood of the country at that time and got his programs through even if many were ill-conceived. This President is operating in the same potential atmosphere. Although he doesn't have the Congress and can't get his programs through there, he can sell his ideas to the people. But he has to be bold and hit between the eyes, particularly in defense of his vetoes."

He thinks a strong speech needs to be worked up now for constant use throughout the rest of the campaign articulating in the simplest but most forceful language the reasons for the vetoes and zeroing in on the theme, "Yes, they were made. Here's why." He doesn't feel a strong enough case has been made yet in defense of the President's decisions on these and will be needed as the rhetoric of attack increases.

2 pages.
Have Bob do.
Others work
it right
way.

THE WHITE HOUSE

WASHINGTON

July 29, 1975

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Bob W.
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THE WHITE HOUSE

WASHINGTON

ADMINISTRATIVELY CONFIDENTIAL

August 5, 1975

MEMORANDUM FOR: ROBERT T. HARTMANN

FROM: JAMES E. CONNOR

The attached was received in the President's out-box with the notation: "I agree, have Bob H. and others work on it right away." Please follow up with appropriate action.

Attachment:
Note of conversation with Connally
from Roussell

cc: Don Rumsfeld