

**The original documents are located in Box 16, folder “Haerle, Paul” of the Michael Raoul-Duval Papers at the Gerald R. Ford Presidential Library.**

### **Copyright Notice**

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Michael Raoul-Duval donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

5/18/76

TO:

✓ MIKE DUVAL  
DAVE GERGEN  
FOSTER CHANOCK

FROM:

JERRY H. JONES

For your information.

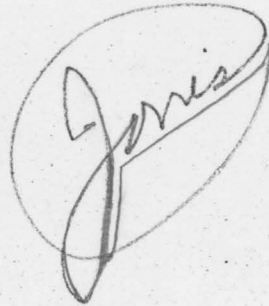


PAUL R. HAERLE  
TWO EMBARCADERO CENTER, ROOM 2200  
SAN FRANCISCO, CA 94111

RBL  
FVI

23 April 1976

Honorable Rogers Morton  
1828 L Street, N.W., Room 250  
Washington, D.C. 20036



Dear Rogers:

It was nice talking to you briefly in the West Wing lobby yesterday.

As you suggested, I am putting the thoughts I expressed to Dick Cheney there yesterday down in this letter and, not without some trepidation, trusting its delivery to Skip Watts who I will be seeing in Las Vegas this evening.

1. As I indicated to you very hurriedly, I felt that a great job was done in February and early March in arranging for fairly regular "events" which appeared on the nightly televised news involving the President "being Presidential", e.g., a major policy address, a press conference, a meeting with key governmental leaders, etc. In my judgment this has tailed off a good deal in the last 30 days, and needs to be reactivated.
2. I would respectfully suggest that within the next 30 days much more emphasis be put on domestic issues (e.g., a "new era of peace and prosperity") rather than answering Reagan on foreign policy matters. As one Washington D.C. lawyer commented to me at lunch yesterday, just after I'd seen you, "no one around here even heard of the Panama negotiations until the President responded to Reagan's attack."
3. In the event that the President talks about foreign policy issues, I suggest that it be not in a manner defensive to the Reagan attacks, but affirmatively pointing out that we are, after all, at peace for the first time in a long time. He should, further, take the position that he is much more than a candidate, he is also President, and that as such he must rise above the temptation to engage in any

Honorable Rogers Morton  
Page 2  
23 April 1976

sort of a sabre-rattling contest. Without being condescending, he should point out that he has a responsibility to avoid jingoism and cold war rhetoric, but to keep the nation at peace without compromising its principles.

4. Combining the foregoing two points, lots of people have been successful running on a platform of "peace and prosperity" and I suggest that some more modern formulation of that concept is what is called for during the month of May.
5. Finally, and as I'm sure you are already doing, I urge that not only yourself, Stu, but also the President make clear that we fully expect Reagan to pick up 500-700 delegates before Kansas City and to have that many, potentially, on the first ballot -- with all the rest being for the President. In other words, as I said to Dick, careful attention should be given to making sure that not only the media but the political-conscious public understands that Reagan is going to win delegates in the month of May in addition to the 90 or so he has now, so there is little or no trauma when that happens. The punch line of course is that there is no way he is going to win enough to do anything with them. I could even see a situation in which, after Pennsylvania, you have a televised press conference showing exactly from which states the President is going to get his 1130 votes and by what point of time (hopefully before June 8).

I look forward to seeing you again soon.

Sincerely,

  
Raul R. Haerle

cc: Leon Parma  
Richard Cheney  
Stuart Spencer  
Norman Watts, Jr.

