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<td>26</td>
<td>8/18/1972</td>
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<td>White House Staff</td>
<td>Memo</td>
<td>From Colson to Buchanan RE: Lou Harris. 1 pg.</td>
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<td>7/3/1972</td>
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<td>From Colson to Buchanan RE: liberal columnist Shannon's negative appraisal of McGovern and the use of his article in the campaign. Handwritten notes added by unknown. 1 pg.</td>
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<td>From Colson to Buchanan RE: using Shriver's comments about his family's role in the Civil War to rally African-American voters against him. Handwritten note added by unknown. 1 pg.</td>
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TO: PAT BUCHANAN
FROM: CHUCK COLSON

Don't be put off by your old impression of Lou Harris. There is a new Harris and he is ours!
MEMORANDUM FOR: PAT BUCHANAN
FROM: CHARLES COLSON

There is an extraordinary segment of the McGovern interview in Life dealing with J. Edgar Hoover. McGovern almost suggests that he was happy that Hoover died. When I read it the first time I couldn't believe that that's the way it was intended. I re-read it and it is perfectly obvious that McGovern is saying that Hoover had lived more than the normal useful life.

This is the typical mindset of the master, big brother, bureaucratic planner. When people outlive their usefulness, get rid of them. It is utterly incredible and I would think that a neat little piece could be written really tracing out all of the implications of what McGovern is saying. Not only would it infuriate the pro-Hooverites, reflect very poorly on McGovern's obvious bad taste, but it could also frighten a hell of a lot of people. It is the kind of thing that I would think Human Events would love to run or National Review. We could then get reprints and distribute them out to law enforcement officers as to whom Hoover was something of a folk hero, other friends of Hoover and conservatives generally. This kind of an article could bring out the little old ladies in their tennis shoes that we need this year.

If you think well of this, is it something that perhaps could be handled in your shop? I don't think anyone else can write it with the same bite you could. Maybe this is one that we could farm out to Jeffrey Hart and possibly even publish under his byline.
July 3, 1972

MEMORANDUM FOR: PAT BUCHANAN
FROM: CHARLES COLSON

As part of your research effort on McGovern, you should read the Shannon piece in yesterday's New York Times Magazine. It is utterly devastating if used with the right people. I am sure you have already seen it and probably came to the same conclusion I did. Shannon is a member of the liberal establishment and regards McGovern as a phony.

Howard K. Smith was so impressed with it he called me to be sure that I read it. He said he thought it would turn an awful lot of people off. The responsible moderate liberals might turn very sour on the guy if the one thing he has going for him, supposed credibility, is tarnished and the Shannon piece really does tarnish it.
August 25, 1972

MEMORANDUM FOR: PAT BUCHANAN
FROM: CHARLES COLSON

Note the New York Times article attached in which Shriver talks with some pride of how his forebears all fought on the side of the Confederacy during the Civil War. That probably went over fine with the hometown crowd in Louisiana, but could sure raise hell with the Blacks. Only rednecks brag about their family having fought in the Civil War. One need only recall the issues in the Civil War to realize how preposterous it is for a candidate for national office to be bragging about this.

It would seem to me we should get out some attack material and have perhaps some prominent Republican Blacks attack Shriver and demand he say whether he is proud of the fact that his ancestors fought to prevent slavery. In my opinion this is not a good national issue, but is a pretty damn good special appeal to Black groups and the Black media.

cc: Bob Brown
    Stan Scott
MEMORANDUM TO CHARLES COLSON
(Per Dick Howard)

FROM: Pat Buchanan

The following are lines we can and should use in my view in the immediate wake of the Veep choice:

If it's SHRIVER

a) No legislative Experience Whatsoever;
b) Never held elective office in his life;
c) Tenure at OEO left the Poverty Program in an utter shambles;
d) His only claim to the Vice Presidency is the fact that he happened to marry Ted Kennedy's Big Sister.
e) Selection indicates the desperate straits into which McGovern candidacy has fallen -- trying to cover up his shambles of a campaign with a little Kennedy glamour once removed;
f) Running the United States in the final third of the twentieth century is one hell of a lot different proposition than being Asst. General Manager of the Merchandise Mart. If JFK hadn't plucked Shriver out of obscurity, and given him a political sinecure in Washington, Shriver would still be out there in the Merchandise Mart.
g) Utterly without experience or qualification to take over at a moment's notice highest office in the land -- owes his nomination not to experience, nor demonstrated capacity, but to the fact he happens to be an in-law of a famous family.

If it's O'BRIEN

a) Never held elective office in his life;

b) Political mercenary who wore the collar respectively of JFK, then LBJ, then Bobby, then Hubert, now McGovern;

c) Political hatchet man whose appointment starts the McGovern campaign down the low road -- his forte is attacking personalities and the kind of name-calling that elected politicians could not afford to engage in;

d) The essence of the old politics; the most notorious wheeler-dealer on the American political scene;

e) McGovern's now making his payoff for Convention Chairman O'Brien's "throwing" of the California delegate challenge. O'Brien put in the fix -- by deciding the rules in favor of McGovern -- and McGovern is paying O'Brien back for handing him the nomination;

f) Act of utter political desperation -- after somewhere between half a dozen and a dozen Senators and public officials refused to run with George;
g) The leading bug-out candidate has embraced as his running mate, the man who did the political throat-cutting of the doves for LBJ in the middle sixties: the odd couple.

Buchanan
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