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THE WHITE HOUSE
WASHINGTON

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(E)
Benham
analysis

ADMINISTRATIVELY CONFIDENTIAL

June 28, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN G
SUBJECT: Discussion with Tom Benham

Discussion with Tom Benham developed several interesting points:

1) 1972 will not be a Johnson-Goldwater re-run because there are too many Democrats and too few Republicans. However, if Benham were asked to pick a percentage it would be 55-45%;

2) The President will receive substantial labor votes because all the labor surveys that ORC has conducted indicates that the labor rank and file likes the President. The labor leaders have separated themselves from their followers;

3) It would be very helpful to have some Democrats, hopefully Congressmen and Senators, denounce the Democratic ticket. This was one of the most effective things against Goldwater in 1964;

4) The President should campaign on peace with strong emphasis on the Peking and Moscow trips; a typical line would be "Peace for our Children";

5) To respond to the Democratic attacks on inflation, Benham suggests we push the line "United States Inflation Rate Lowest in the World";

6) In choosing an enemy to run against, Benham believes that Congress and McGovern make excellent targets. He does not feel that we should run against Ford Motor Co. as being _____

unable to comply with pollution standards. Benham believes this in spite of the fact that environment and pollution control are increasingly popular with the public. The reason Benham does not believe we should run against Ford is that the general public will sympathize with Ford when they go to their local Ford dealer and cannot buy a car;

7) Instead of attacking McGovern as a radical (which only businessmen on Wall Street believe) McGovern should be painted as naive, amateur, and too simple. He has goals but can't reach them because he hasn't thought through his proposals. An excellent line to push is that of his supporters that Congress will restrain McGovern's nutty ideas so people needn't worry about them. This requires Congress to assume a leadership role which the public does not feel Congress is capable of doing;

8) Benham believes that the thrust of McGovern's campaign will be to paint Richard Nixon as an ogre, totally controlled by Big Business, the influence peddlers, ITT, etc.;

9) As to McGovern's Vice Presidential nominee, Benham doubts that he will choose Kevin White to bring the Catholic vote back to the Democrats. It is Benham's opinion that 1960 ended the political rule that a Catholic votes for a Catholic just because he is a Catholic. Benham believes that the President will retain his Catholic strength because of his stands on abortion and parochial aid;

10) Benham doubts that the President can carry New York. He says he will believe it when he sees it. If the President does carry New York, Benham believes it will be one of the biggest election landslides ever.

11) Although George Wallace is on the ballot in New Jersey, there is absolutely no Wallace activity currently in New Jersey;

12) Concerning the Keynote Speech for the Republican Convention, Tom Benham believes that something analogous to Roosevelt's 1932 speech would be excellent. That was the speech where Roosevelt listed a litany of "Republicans Say X But They Voted Against X". It was a devastating political speech because it painted the Republicans as deceitful and covetous of office. He believes that a very similar speech could be put together based on McGovern's

quotes. As to the Keynoter, Tom Benham suggests someone like Don Rumsfeld, who is young, non-ideological, and an excellent speaker. He believes that if Edward Brooke would deliver the type of Roosevelt speech that he suggests, it would be very effective. He does not think that the fact that Brooke is a black would be a problem because the white intolerants will say that he is a good token black and the white moderates will say that Brooke is a perfect example of the progressive Republican Party.