

Richard Nixon Presidential Library
Contested Materials Collection
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| 53 | 16 | 10/19/1972 | <input type="checkbox"/> | Campaign | Letter | From Kristol to Price RE: Campaign Rhetoric 1pg |
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Presidential Materials Review Board

Review on Contested Documents

Collection: Staff Secretary
Box Number: 85

Folder: Presidential Memos - 1972 Price

| <u>Document</u> | <u>Disposition</u> |
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| 198 | Return Private/Political |
| 199 | Return Private/Political |
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DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]

| DOCUMENT NUMBER | DOCUMENT TYPE | SUBJECT/TITLE OR CORRESPONDENTS | DATE | RESTRICTION |
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| N-1 [198] | MEMO | From Kristol to Ray" Re: Diamond's suggestion | 10/19/72 | C (Nixon) |
| N-2 [199] | Memo | From Price To. RN. Re: Vermont Report | 9/21/72 | C (Nixon) |
| N-3 [200] | Memo | From Kehli to Price, Re: Letters of Commendation | 8/4/72 | |

FILE GROUP TITLE

STAFF SECRETARY

BOX NUMBER

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FOLDER TITLE

Presidential Memos - 1972 Price

RESTRICTION CODES

- A. Release would violate a Federal statute or Agency Policy.
- B. National security classified information.
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- D. Release would constitute a clearly unwarranted invasion of privacy or a libel of a living person.

- E. Release would disclose trade secrets or confidential commercial or financial information.
- F. Release would disclose investigatory information compiled for law enforcement purposes.
- G. Withdrawn and return private and personal material.
- H. Withdrawn and returned non-historical material.

THE Public Interest

EDITORIAL OFFICES: 10 East 53 Street, New York, N. Y. 10022

Editors: DANIEL BELL • IRVING KRISTOL

THE PRESIDENT HAS SEEN. *A*

Associate Editor: PAUL WEAVER

PN-1

October 19, 1972

Mr. Raymond Price
The White House
Washington, D.C.

Dear Ray:

A good friend of mine, Professor Martin Diamond of the University of Northern Illinois, rang me up with a suggestion as to the kind of rhetoric the President might use to appeal to the Democratic voter in the next two weeks. Obviously, the only real danger the President confronts is "slippage" among those Democrats who now intend to vote for him. Diamond suggests that the President appeal for "a mandate for moderation" and "a rebuke to immoderation." That kind of mandate, he feels, a lot of Democrats would be happy to give him. It seems to me that he is right.

Very best,

Irving

Irving Kristol

IK:rl

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THE WHITE HOUSE
WASHINGTON

September 21, 1972

MEMORANDUM FOR: THE PRESIDENT
FROM: RAY PRICE *Ray Price*
SUBJECT: Vermont Royster

I understand you're interested in some of Royster's current thoughts.

When I asked him this week how he thought things were going, his answer was "Holy cow!" Every sign he sees, he says, points in the same direction as the polls; he's kept feeling things are bound to change, but hasn't yet seen any sign of it.

He does have a column coming out next week picking up on the line (was it Voltaire?), "May God protect me from my friends" -- meaning Watergate, etc., and whatever else some overenthusiastic and underjudicious supporter might bungle into.

As for the campaign itself, he thinks it's been just fine -- that McGovern's going to be doing everything he can to make you "put up your mitts," but he still thinks you shouldn't. He still feels that when you do campaign, you should take the high road -- showing yourself, but keeping your speeches on what the Administration has been doing, never mentioning McGovern, and never really attacking him: "Make the contrast between the raucous voice and the calm one."

Ray Price

The surrogate attacks, he feels, have been good -- with Laird, Rogers, Shultz, etc., answering McGovern in the areas of their own responsibility but not getting into outright, across-the-board campaigning.

He also likes the new Vice Presidential look -- and describes himself as one who always thought there was a lot more to STA than the critics saw.

The President
Re: Vermont Royster

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He thought the convention was, on the whole, pretty good -- that "some of the White House people got a little paranoid" about security in the Doral, too sensitive to criticism, etc.; that to a certain extent we "lack joie de vivre about politics;" but these were minor matters, and we got "a good assist" from the demonstrators, especially when they began pushing little old ladies around.

Once when I'd been talking with him earlier, he mentioned that he hoped we'd do a few things that would give the Wall Street Journal something to wax really enthusiastic about -- since they've got a policy of non-endorsement of candidates, it would be nice if they could at least be cheering enthusiastically about some of the specific things we were doing, rather than merely taking umbrage at the opposition. When I reminded him of this this week, and asked what sort of things he'd recommend that might produce such enthusiasm, he mused that one of the disappointing things in recent campaigns has been the disappearance of the formal speech -- the waning of the old tradition of one speech on labor, one on the budget, etc. He thinks it would be appropriate to make a "somewhat formal statement" on your attitude toward economic matters -- price controls, monetary policy, taxes, the role of government in the economy, etc. It's a subject everybody's interested in, and if done right it would be right up the Journal's alley. "

Bob Bartley, who's currently running the Journal's editorial page, is "very anti-McGovern and pro-RN" and Royster feels would welcome the opportunity. (Bartley, incidentally, is also a friend of mine and was the first person I tried to hire for our staff here, but I couldn't get him to leave the Journal.)

One thing Royster feels is happening is that there's a large measure of "the boredom factor." TV particularly, wears a candidate out in short order, in terms of public interest.

As for using Royster: he's told me before, and repeated it again, that he wouldn't feel right about actually contributing any writing -- that it would carry the seeds of a conflict of interest as

*H & Roy - This would be fine for Radio-
Catholics.*

The President
Re: Vermont Royster

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long as he's in the business of public commentary. He's glad to talk things over, and I'll be continuing to call him from time to time. In addition to his column, incidentally, he's now signed up with CBS for a twice-a-week slot on radio and an appearance once every other week or so on morning TV.

He was very appreciative of your note to him on his column the other day.