



H. R. Haldeman Diaries Collection, January 18, 1969 – April 30, 1973

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Thursday, April 15th. Still bouncing on the stock market rise yesterday and the continuing rise today. The President felt that we ought to work out some kind of a gimmick, such as having the Wall Street crowd come down to Washington and give the President a bronze bull to symbolize the greatest bull market in history. The plan now is to go ahead and do something like this tomorrow to build the interest in the market rise while it's still going up.

He got back on the general PR question again, the point that we've not created a mythology; that the courage, boldness, and guts hasn't come across; that we haven't made the point that it's not true that everything is political. He feels that the most important factor in the first two years is guts, and that we've got to get that across. He also got into the POW wives question while Henry was there, because of Dole's report yesterday that they're pretty shaky, and that we've got to do something dramatic to keep them on track. The President told Henry to see the wives this week and to work out something with them that will buy us three months' time, because we can't afford to let them come unglued at this point, while everything else is going so well.

The President met with the Prime Minister of Morocco today, who came all the way over just to tell him that the King couldn't come next week; so we're postponing the visit until August. As a result of this, the President's thinking about state visits and come up with the decision that there will be no State visits in 1972.

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He wants to turn them all off on the basis that they do nothing for us and just waste a lot of time.



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Basically, he's right.

He got to pondering the question of Cabinet changes again; has the feeling that we probably should give some real thought to the point Connally raised of making some changes now and getting some real gung ho salesmen into the Cabinet. He particularly thinks that we ought to consider moving Hardin and Stans. The general feeling, based on reaction coming in from all sources, is that the whole China business is having a major effect, especially on the left-wing intellectuals, which means it's an effect that will ripple out and be felt generally, as they talk about it. It seems to have the Left really shook and off balance.

In thinking about other events for this year, the President was looking at the poll history and noting the effect of Glassboro and LBJ's approval rating. Before the Glassboro Summit, he was 44-40. Right afterwards, he was 52-35, a fairly good gain. But two months later, he was 39-47, so it all wore off pretty fast.

The President spent all day at the EOB, except for the meeting with the Prime Minister and a quick open hour event at noontime. He's working on the briefing material for the ASNE tomorrow night. He'll spend tomorrow on that also.

End of April 15th.