



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

National Archives and Records Administration, Online Public Access Catalog Identifier: 7787364

Monday, February 2.

Ceremonial signing of Budget and Economic messages, and they went to the Hill, as did round of domestic meetings for the rest of the day - including major session on farm program.

Discussion with me on wide range of ideas. President was quite impressed by his talk with Perot yesterday, especially Ross's idea that the only way to get things done is to have for each project one manager with total responsibility for results. Get rid of boards, advisory committees, etc.

Cleared up a huge backlog of schedule and information items. Told him of my plan to have Alex Butterfield take over the daily routine material, so I can concentrate on the major needs now not adequately covered. He's all for it. I'll move down to VP office and have Alex take over mine. Regarding staff - he is fascinated with our plan to reduce White House staff by moving our people into Departments and Agencies - which we badly need. Said like in poker game - don't leave in anyone you have to feel sorry for - get down to hard group, lean and tough.

Agreed to go ahead on Timmons to replace Harlow. Went through need to convince him to handle Congressional relations without always turning to President to do all the work. Wants to reserve his equity and stay out of front line of battle.

Talk about press conference strategy. President fully convinced he should do only two or three a year on TV - because of basic problem that they are not to our advantage because they don't feature our issues. A lot more on need for better press on President's image and leadership. Says trouble with all our backgrounders was that they were all on what we accomplished - nothing regarding personality of the man. Point of JFK, did nothing but appeared great; LBJ did everything and appeared terrible. Taft infinitely more effective than Teddy Roosevelt. Teddy Roosevelt had personality, Taft just did well. "What an individual does is irrelevant to his ability to lead; the whole point is how he does it."

Had Ehrlichman, Klein, Garment, Rumsfeld and me to dinner. Full course with three wines. Good talk on reorganization, consumerism, and a lot of Michigan politics. No real purpose - but



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

National Archives and Records Administration, Online Public Access Catalog Identifier: 7787364

led to his firmer conviction that we should use Rumsfeld more - and I fully agree and will start to develop him. He has a strong feel for the need to get something started in reorganization area. And the only way it will happen is for us just to move ahead.