MEMORANDUM FOR

H. R. HALDEMAN

I wonder if you would either decide yourself or trouble the
President for one last time about the new-old name of the
Family Assistance Plan.

We have two choices:

(1) Family Security Plan. The problem here is that
Nationwide Insurance has a "Family Security Plan"
and advertises it extensively on network television.
(To be sure, this might help us out!)

(2) Family Security System. This, of course, is most
parallel to Social Security System, and indeed the
new plan would be part of the Social Security Act.

On balance, I favor Family Security System, but no one
around has any strong preferences. If you could give me
an answer today, I will move ahead to see that the Economic
Report and the Budget make the necessary changes, and
will send out the word generally.

Daniel P. Moynihan

II: "Too late—Keep FAP"