

Richard Nixon Presidential Library  
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Folder List

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47	9	7/6/1971	<input type="checkbox"/>	Campaign	Memo	To: H. R. Haldeman. From: Charles Colson. RE: Your memo of June 29 - Key issues of 1972. 3pgs.
47	9	8/10/1971	<input type="checkbox"/>	Campaign	Memo	To: Charles Colson. From: Jon M. Huntsman. RE: Priaulx Letter. 1pg.
47	9	7/20/1971	<input type="checkbox"/>	Campaign	Letter	To: Mr. President. From: Pierre J. Priaulx. RE: Picture from news clippings. 1pg.

*Complete Action memo*  
P-1765

July 6, 1971

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: CHARLES COLSON  
SUBJECT: Your Memo of June 29 --  
Key Issues of 1972

A. Presidential Image

I would hope that through our efforts, the public would have three perceptions of the President by the Fall of 1972:

1. A Man of Peace. He got us out of the war. Through his enormous diplomatic skill, he is keeping us out of war and building a generation of peace.

He is skilled and experienced in foreign affairs. Other nations respect him and will deal with him (particularly the Soviets). He best understands and can handle the enormous foreign policy issues of the nuclear age.

2. A Strong President. He is courageous, tough and self-confident -- a leader who can cope with any crisis -- who is thoroughly professional in his handling of the Presidency -- who knows what he is doing at all times and most importantly is fully in charge (coupled with this obviously is the credibility question; a self-confident leader to engender public confidence must also be trusted and believed). The fact that the President is viewed today more as a politician than a statesman (according to ORC) is not all bad. A tough, even ruthless, politician can be perceived as a strong, tough leader in some respects better than a statesman (remember HST).

3. A Dignified Man with a High Moral Purpose. In an era of social permissiveness, the President is fighting to preserve the fundamental moral values and beliefs; he is successfully fighting the moral decay in our society. He will not tolerate permissiveness on crime and drugs; he is defending the country's old-fashioned virtues.

#### B. Issues

It should be noted that the issues we want may not necessarily be the issues of the campaign. Some will undoubtedly be out of our control. The first two we want are so obvious that they hardly need be stated for there is nothing better than peace and prosperity. The following are in order of priority:

1. Peace. The war is over. Progress is being made towards disarmament and a more secure world order is being achieved (we do not want it to be fully accomplished. We should argue that with 4 more years, we can indeed make it a more secure, safer world).

2. Times are Good. Jobs are secure and rising prices have been brought under control. The economy is moving forward on a solid, strong foundation. In this regard, jobs are more important than the environment; I also agree firmly with Connally that we must develop a solid record as a tough international trader.

3. Drugs and Crime. Hopefully we can run against permissiveness, at the same time pointing to a solid record of accomplishments in these 2 key areas.

4. Reduction of Property Taxes. If we have revenue sharing in any form or if we have in anyway called for a revised tax structure, we can develop a real "gut" issue. There are \$66 million homeowners. Especially in a race against Muskie, the suburbs may well hold the key to victory (according to Harris, at least, this is where Muskie runs unusually strong for a Democrat). This issue alone could lock up this key vote. We must be the ones fighting ever-increasing property taxes.

**5. A Series of Special Issues Aimed at Special Interest Pocketbooks.**

- a. Farmers
- b. Senior Citizens
- c. Conservative Labor (hard hats, Teamsters and Longshoremen)
- d. Veterans

In each of these we can build a solid record on the issues specifically tailored to each group. We are well on our way with senior citizens; we are beginning to make progress with the veterans; a little more money will solve the farm problem and as to the "hard hats" and Teamsters, we can win them on the social issues and lower property taxes, if we just pick up one or two specific economic issues aimed at their pocketbooks (we know what they are).

6. Welfare Reform. We have a real opportunity here, particularly if we have succeeded in the enactment of our legislation. Everybody is against welfare loafers and we are well out front on this issue.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

August 10, 1971

DETERMINED TO BE AN  
ADMINISTRATIVE MARKING  
E.O. 12065, Section 6-102  
By RA NARS, Date 7-20-80

~~CONFIDENTIAL~~

MEMORANDUM FOR: CHARLES COLSON  
FROM: JON M. HUNTSMAN *JmH*  
SUBJECT: Priaulx Letter

The President requested that you note the attached letter of July 20, 1971 from Pierre J. Priaulx. It was suggested that the Frank Leonard operation makes sense.

Thank you.

cc: Alexander P. Butterfield

~~CONFIDENTIAL~~

PIERRE J. PRIAULX

11200 Beverly Blvd. Suite 201 Los Angeles, CA 90048

Classified  
7/20/71  
Res. 11/1/70

July 20, 1971

Mr. President Nixon  
White House  
Washington, D. C.

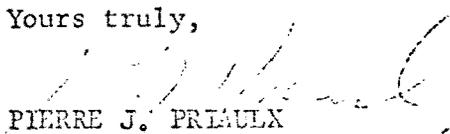
Dear Mr. President:

If you will permit me to do so, I would like to give you a bit of advice. Have your secretary secure from UPI a print of the picture shown in enclosed newspaper clipping.

Keep this picture in your desk, so that when the "wolves of Washington and elsewhere in the world" get so critical of your policies that you feel that you haven't a friend left in the world, get the picture out and take a look at that "little feller" in the center of the picture looking at you with idolatry in his eyes and you'll know you will always have at least one friend.

With best wishes for the success of your policies, I am another friend.

Yours truly,

  
PIERRE J. PRIAULX

PJP/d