



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

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Sunday, September 24.

The President has spent most of the weekend working on his speech preparation for next week. Had me over mid-afternoon, said he was very pleased with the job Heedner had done on the cancer speech. It had more flair than any of the others generally have and was done very dependably. He had some other speech needs. He was concerned that they never use the word "New Majority" in the political stuff they prepared. Had some ideas for Ray on radio speeches for Atlanta and Boston. He now wants to do those as regional radio networks. In Atlanta, pitch to Democrats and to the South, on defense, patriotism, character, a high level appeal for votes in the South. In Boston, he wants to talk about the problems of the New England area and so forth. Got into some more schedule things. He still wants to do a group of towns in Southern Illinois, maybe a little of Indiana and then Ohio. Has a real question of whether we ought to go back to Texas and do the Astrodome, which I raised with him on the plane yesterday. He's concerned that we'll have to get involved with the Texas Republicans and also that there's not much point in doing it because we just don't need it.

He went through the poll thing. I had the issue question and answers from our wave three poll, which he found only moderately interesting, and also the report on the Iowa poll, which shows us not as strong as we should be there but no major effect from the grain deal. He cited the point Scammon had made to him that anything in the magnitude of 60 or 65 is so unprecedented that the fringes of it have to be soft. The key is whether the bedrock is hard, and in our case, it certainly appears to be, but we will lose some off the soft fringes and that will cause some slippage. He says it will be with youth, because as they get back to college and get under pressure, they'll start fading away; with Jews, where we should have no expectation of doing better than 30 percent; and with blacks, where we'll only get 10 percent at best, because there is a race issue and we're on the wrong side of it as far as the blacks are concerned.

End of September 24.