

THE WHITE HOUSE

WASHINGTON

November 19, 1973

MEMORANDUM FOR: DAVE GERGEN

FROM: BENJAMIN STEIN

Here are some thoughts, largely representing slightly more fleshed out versions of ideas I have already presented to you. Please let me know if you are interested in them.

1. A song should be written for a woman country singer supporting the President. The lyrics could say that she remembers last Xmas, when her husband was in a North Vietnamese prison, and she remembers that people then were saying the the President had lost his mind for trying to bomb North Vietnam to get peace (perhaps some other phrase could be used, since the AG-designate has used that phrase). Singer could then say that her hubby is back now, and he has a good job. Now she notices that a lot of the same people who tried to get at the President then are at him again now, and she hasn't heard what he has done that was so wrong. She wonders what's going on.

Perhaps some show biz connected person here could undertake to make a suggestion along that line.

2. A speech or other appearance by John Wayne in which he says that in a lot of his movies there are lynch mobs trying to hang an innocent man. He says he sees the same thing happening now in this country, and he wonders just what is going on.

3. A similar statement by the very popular and pro-Nixon Clint Eastwood.

4. Attached is an article I wrote this weekend about CBS News "Instant Analysis" of the President's appearance before the APME. Do you want me to transmit it to Ken Clawson? I will myself send it to the NY Times, which has now told me that they do not want my piece about Orson Welles, for reasons known best to them.

*(Shall I send it to someone here for editing?)*