

THE WHITE HOUSE
WASHINGTON

January 21, 1970

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

TT: "Too late — keep FAP"

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Now what?
P. says call
it Fam Sec.
but doesn't know
this?
H