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THE PRESIDENT HAS SEEN *OD*

THE WHITE HOUSE

WASHINGTON

REPUBLICAN NATIONAL COMMITTEE LUNCHEON,
THE MAYFLOWER HOTEL, AND 3RD ANNUAL CON-
GRESSIONAL MEMBERS GOLF TOURNAMENT,
ANDREWS AIR FORCE BASE

MONDAY - SEPTEMBER 16, 1974

11:30 A.M. DEPARTURE

From: Terry O'Donnel *OD*

BACKGROUND - RNC LUNCHEON

Approximately 400 Members of the Republican National Committee and the Republican National Finance Committee will attend this RNC-hosted luncheon in the Grand Ballroom of the Mayflower Hotel.

A business meeting in another room will precede the luncheon.

Your participation will involve attending the head table reception and delivery of remarks before the luncheon guests. You will depart prior to the meal portion of the luncheon in order to arrive at Andrews Air Force Base in time for the "shot gun" start.

BACKGROUND-3RD ANNUAL CONGRESSIONAL GOLF TOURNAMENT

As House Minority Leader, you played in 1972 but you were unable to do so last year. Congressman Burt Talcott (R-Calif.) is chairman and Congressmen Charles Wiggins (R-Calif.) and Joe Karth (D-Minn.) are team captains. The Democrats won in match play in 1972; the Republicans won last year.

Your partner is Congressman Les Arends (R-Ill.) (14 handicap) for the match play (best ball) in the overall competition for the Challenger's Cup. Play is 18 holes on the West Course (68.2 stroke rating). Also in your foursome will be Congressmen John Rhodes (R-Ariz.) and Tip O'Neill (D-Mass.).

2. Monday - September 16, 1974

Handicaps will be discarded in favor of the Callaway scoring system. The "President's Cup" will be awarded for low gross score and the "Speaker's Cup" will go to low Callaway winner. As of Friday afternoon, 41 Republicans and 24 Democrats were entered to play. Official host is Brig. General Ralph (Maggie) Maglione, Director of Air Force Congressional Liaison at the Pentagon. Former Members of Congress playing will be Fletcher Thompson, John Byrnes and Page Belcher.

Your participation will involve 18 holes of golf ("shot gun" start) at 1:30 p. m. and mingling with the participants at the clubhouse after the tournament. You are not expected to stay for the dinner and awards ceremony.

SEQUENCE

- 11:30 a. m. Depart South Grounds via motorcade en route Mayflower Hotel.
- 11:35 a. m. Arrive Seventeenth Street entrance to the Mayflower Hotel. You will be met by Mr. George Bush and Mrs. Mary Louise Smith.

PRESS POOL PHOTO COVERAGE

Chairman Bush and Chairwoman Smith will escort you inside the hotel to the Pan American Room to attend the Head Table Reception.

- 11:40 a. m. Arrive Head Table Reception and mingle informally with the approximately 30 guests.

NOTE: At 12:00 noon, the head table guests will proceed to the Grand Ballroom to be announced, individually, onto the dais. You will remain in the Pan American Room with the Vice President-designate, Chairman Bush and Chairwoman Smith.

3. Monday - September 16, 1974

12:10 p. m. Proceed to the Grand Ballroom holding area to pause for announcement.

NOTE: Off-stage announcements in the following sequence:

Chairman Bush
Chairwoman Smith
Vice President-designate Rockefeller
The President

12:12 p. m. Proceed inside Grand Ballroom and take your seat on the dais. (Platform diagram at TAB A).

OPEN PRESS COVERAGE
ATTENDANCE: 400

12:20 p. m. PRESIDENTIAL REMARKS.

You will be introduced by Vice President-designate Rockefeller immediately following a brief invocation by Robert J. Shaw, RNC Vice Chairman and Georgia State Chairman, and introduction of Vice President-designate Rockefeller.

FULL PRESS COVERAGE

12:40 p. m. Your remarks conclude. Chairwoman Smith proceeds to the dais to thank you. You remain at the podium.

12:43 p. m. Depart dais for motorcade en route Andrews Air Force Base.

(Driving Time: 30 minutes)

4. Monday - September 16, 1974

1:15 p.m. Arrive Andrews AFB.

You will be met by:

Rep. Burt L. Talcott (R-Ca) Event Chairman
Rep. Charles E. Wiggins (R-Ca) GOP Captain
Rep. Joseph E. Karth (D-Minn) Democratic Captain
Rep. Thomas P. O'Neill, Jr. (D-Mass)
Rep. John J. Rhodes (R-Ariz)
Air Force Representative

PRESS POOL PHOTO COVERAGE

Proceed to locker room to change. (Locker 153/154). A sandwich snack will be available in the locker area.

1:25 p.m. Depart locker room to patio assembly area. All players will board golf carts and proceed to their respective tees for the "shot gun" start.

NOTE: Congressman Talcott may ask you to make brief remarks at this time. If so, suggested talking points by Congressional Office at TAB B.

1:30 p.m. Board golf cart and proceed to first tee with your foursome.

Play begins.

OFFICIAL PHOTOGRAPHS ONLY
NO PRESS COVERAGE

3:30 p.m. After 9 holes, return to clubhouse, board motorcade and depart en route White House.

OPTION: Play last 9 holes and upon completion, join the participants in clubhouse for refreshments, returning to White House at approximately 7:00 p.m.

4:00 p.m. Arrive South Grounds of the White House.

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RAY BLISS

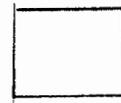
MR. OBENSHAIN

SEN. BROCK

MRS. BUSH

NELSON ROCKEFELLER
V. PRES. DESIGNATE

MRS. SMITH



AUDIENCE

PRESIDENT

GEORGE BUSH

DEAN BURCH

MRS. J. WILLARD
MARRIOTT

DR. SMITH

MRS. OBENSHAIN

THE MAYFLOWER HOTEL

RNC LUNCHEON PLATFORM

B

TALKING POINTS

1. I want to thank the Air Force for making available these new and beautiful facilities and Secretary McLucas for his kind invitation.
2. Fletcher Thompson should get some type of award before we start, just for flying all the way from Georgia to be with us.
3. I understand I'll be playing with Les Arends, who can almost "shoot his age", along with John Rhodes and Tip O'Neill. Maybe my partner, Les, can "whip" me into playing some respectable golf.
4. Since the Democrats have won one and the Republicans have won one, this is something of a playoff. I see there are many more Republicans playing than Democrats. If you'll pardon a partisan comment, it sure would be nice if it were that way in Congress. For today, at least, if we can't beat them, we at least outnumber them!

THE WHITE HOUSE

WASHINGTON

September 14, 1974

MEMORANDUM FOR:

ROBERT HARTMANN

FROM:

PAUL THEIS

SUBJECT:

Presidential Address to
Republican National Committee

Attached is a proposed draft of the Presidential address to the Republican National Committee on Monday. It was written by Aram Bakshian and edited by me. Dean Burch and Bill Timmons have read it and contributed suggestions -- most of which have been incorporated in this draft. One caution: Burch thinks the "Mr. and Mrs. Smith" joke on page 2 isn't funny and suggests it is even "gross." You and the President can decide whether or not you want to leave it in.

Attachment

White House Reception

*Nelson
Congress*

Burch

Mary Jane Smith

Dick Oberhelman

Dean Burch

Allen Anderson

1976 - no CREEP

*Nov. Elections - Inflation Proof Congress
Revised Strategy*

PRESIDENTIAL ADDRESS TO REPUBLICAN NATIONAL COMMITTEE

Thank you, Governor Rockefeller. Chairman Smith, ladies and gentlemen of the Republican National Committee. It's good to be home again!

I enjoyed seeing so many of my old and new friends yesterday at the White House reception. My only regret is that we didn't have enough space there for the wives and husbands of the Committee members.

But if you stop to think about it, that's the problem we've had for many years: How to get more Republicans into the White House.

A great Republican President, Dwight Eisenhower, once said that the longest lectures almost always come from those with the least experience. So I will not keep you too long. However, there are several important things that I do want to say today about the future of our party -- and the future of our country.

But before that, I want to pay my respects to some of the really outstanding Republican leaders here with us this afternoon, starting with our new Chairman, Mary Louise Smith.

Mary Louise Smith is a woman of rare ability, charm and courage -- and when it comes to courage, I must also commend her husband, Dr. Elmer Smith, who is with us today. Talk about courage -- do you realize that even though they have been married nearly 40 years -- every time they check into a hotel, he has to sign the register "Mr. and Mrs. Smith"?

Mary Louise, you have taken up your duties as Chairman at a challenging time. I know you will do an outstanding job.

As you are well aware, the Grand Old Party has been through some very stormy weather in the past few months. It will take plenty of dedication and common sense to put things back together again -- but that is exactly the job Mary Louise is cut out for. She is the right woman, for the right job, at the right time -- and it is a pleasure for me to welcome her as our new National Chairman.

I also want you all to know that Mary Louise has the full backing of the White House. And the proof in this case is not in the pudding, but in the staff.

My old friend Dean Burch, another guest here this afternoon, is a tried and valued Presidential assistant.

Dean is a former Chairman of the National Committee himself. He knows your strengths and your weaknesses; your problems and your opportunities. And let me stress the word opportunities. Dean is on 24-hour alert as my White House Liaison to the Committee. Whenever we can help you, I hope you will let Mary Louise know. She has direct access to Dean -- and Dean to me. I expect her to use it. I expect Dean to also.

In addition, Mary Louise will continue the tradition of George Bush. She will be an important participant in all of my cabinet meetings and in all of my meetings with the Republican Congressional leadership.

When you have a difficult and demanding job, there's an old saying, "let George do it." And we certainly have. No past Chairman has been called on for leadership during a more painful, sensitive period than George Bush -- and none ever responded better.

George, I think I speak for everyone here when I say that you have earned our affection and respect -- as a loyal party leader, as an eloquent spokesman, and above all, as a gentleman and a friend who did his duty but never lost sight of his personal honor or the integrity of the party he served.

You have served both your country and your party well -- in Washington and in the United Nations. Now you are about to begin an important new mission, as America's representative to the most populous nation in the world, the People's Republic of China.

As you begin this new mission, you have our thanks for the splendid work you have already done, and our confidence in your future efforts.

George Bush is living proof that the words "statesman" and "politician" are not mutually exclusive.

In many ways, the Republican National Committee has been a training ground for public servants -- for good Americans, not just good Republicans.

Although she is not here today, I particularly am thinking of another outstanding Republican woman, Anne Armstrong. Anne was not only a great Co-Chairman of the National Committee, she was a valued counselor to my predecessor in this job and now to me. And she is seeing to it that American women are well represented in the halls of Government, just as they already are here in the Republican Party.

This list of notables could go on forever, but I had better draw the line with two more: Dick Obenshain of Virginia, a long time party worker and leader who is our new Co-Chairman, and Pat Wilson of Tennessee, head of the Finance Committee whose job is to help raise the funds to finance the campaigns coming up. We are expecting great things from Dick and Pat.

And the politics of America is bound to the two-party system.

The stability, prosperity and freedom which we take so much for granted here is largely a result of the political continuity that followed the development of our two-party system -- the only system that can offer a large, diverse people like ours choice without chaos.

This is not just a personal opinion of mine. It is a lesson being learned and re-learned today in countries where a healthy two-party system has died out or was never born.

For where the two-party system fails, one of two extremes result -- neither good.

Either a mass of small, regional or class-oriented splinter groups emerge, none capable of governing for long, or, after a period of chaos and uneasy coalitions, one emerges out of the many -- more ruthless and more unscrupulous -- and the democratic process is crushed.

As you can gather, I am tremendously impressed with the roll-call of people in this room -- nearly all of whom have played vital roles in our national and political life. I think this proves something very important about our party and about America.

I mean our diversity -- different kinds of people from different parts of the country, all working together for a common patriotic goal.

Top-notch leadership for top-notch problems is what I would call it -- and America needs this kind of leadership now as never before.

In the wake of Vietnam and Watergate, many of our citizens have begun to wonder about the traditional two-party system. According to the polls, the number of independent voters is growing and the number of affiliated voters -- both Republican and Democratic -- is steadily shrinking.

I am concerned about this, not only because I care about the fate of our party but because I care about America. For I am convinced that the future of America is directly bound to the politics of America.

Whether it is a man on horseback, or a demagogue leading a mob, the result is the same. Freedom, moderation, health and sometimes even sanity all go out the window.

We need two strong parties -- free, vital and broad enough to take under their wings a wide spectrum of opinion -- to serve as the twin pillars of democracy. And this, above everything else, is the reason that you and I and millions of others over the years have dedicated our lives to the Republican Party.

A few moments ago, I quoted President Eisenhower in a lighter vein. But Ike also had something to say about the very serious question of what we are, and what our vision should be, as members of a great political party -- the Republican Party.

"We see our party not as an end in itself," Ike said, "but as a magnificent means -- a means through which countless thousands of devoted citizens can cooperate in the conquering of problems that beset free men everywhere."

I don't need to tell you what the biggest problem besetting the entire free world is today. It is the same one that I have branded as Public Enemy Number 1 here in this country -- inflation. And I am firmly convinced that our Republican philosophy and leadership hold the key to solving this tough, deep-rooted problem.

How?

First of all, by standing firm for a number of values that our party has always stood for. For instance:

-- By balancing the Federal budget so that, instead of contributing to inflation, the Federal Government helps curb it. That is bed-rock Republican policy.

-- By keeping Federal hands and Federal dollars out of State and local matters that are best handled outside of Washington. That is basic Republican belief which hinders heightening inflation.

-- By rejecting the easy but dangerous course of Federal controls and by permitting the free market, labor, management and the consumer to all work their will. That is solid Republican philosophy which rejects costly Federal intervention.

-- By keeping America militarily strong and diplomatically respected, we help guarantee a peaceful, stable world in which we are free to work out our domestic problems unhampered by wars. That too is a long time principle of Republicanism.

In fact, these are not only Republican principles, I believe they are national goals that nearly all our citizens share. It is up to us to make these goals a reality.

I am convinced that we can do it.

But it is going to take every ounce of our strength and resourcefulness in the weeks and months leading to November.

To get our message across and put our program into action, we need coast-to-coast grassroots movement such as America has never before seen. We must rebuild the Republican Party so that we can rebuild America.

Speaking for myself, I pledge to you that I will devote every minute I can spare to taking our case to the people -- to campaigning for worthy Republican candidates in every part of the country who support the principles and policies and programs I have outlined.

In turn, I hope that each of you will do all that you can -- bearing in mind Chairman Smith's remarks about party-building and campaigning earlier today.

The issues are on our side.

Given the facts, I believe that a majority of the people will be on our side come November. I will do my best to help make this belief come true.

Together, it is up to us to get the word to the people and get
the people to the polls.

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