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EXECUTIVE
SP3-56
FG6-11-1/Safire
Bill
FG6-11-1/Keogh, Jim

THE WHITE HOUSE
WASHINGTON

October 31, 1969

Mr. President:

Attached is a submission by Jim Keogh,
prepared by Bill Safire, containing a
menu of one liners which you might wish to
consider.


Henry A. Kissinger

Attachment

RECEIVED
NOV 3 1969
CENTRAL FILES

To : The President

10/29/69

From: Bill Safire

Re : One-Liners and Themes for November 3.

1. We do not say "Let Asians fight Asians." We do say "Let Asians make peace with Asians," and we stand ready to cooperate to the fullest.

2. Self determination in South Vietnam requires strong determination in America.

3. With the atrocity of Hue clearly in mind, we want to "stop the killing" in a way that allows nobody to start the killing.

4. The war weary should also be war wary...wary of the kind of diplomacy that invites more war.

5. One small word separates a portion of American public opinion from the majority about ending the war in Vietnam.

That word is "now."

Calling for peace "now" is a demand, but not an answer; "now" is an expression of impatience, not a proposal of policy.

We are striving for negotiations now; for free elections supervised by an international body now; for a phased and orderly withdrawal of troops now; but surrender, disguised or otherwise -- not now, not ever.

Not all things come to those who wait -- but only dishonor, distrust and disillusion come to a nation that condemns hundreds of thousands of brave allies to death or exile.

6. Peace cannot be declared; peace must be earned.

7. Nobody claimed this was the "war to end wars" -- but we can strive now to make a peace that will keep the peace.

8. To assure the survival and success of liberty, there are those among us who would pay any price, except a high price; who would bear any burden except a heavy burden; meet any hardship except the hardship that strikes home. (PARAPHRASE OF KENNEDY INAUGURAL, VIA DICK MOORE.)

9. To those who bore a lighted candle two weeks ago let me say this: The efforts of Hanoi cannot hold a candle to our own in seeking peace.

10. There are some people watching tonight who are young enough to plan on visiting the moon, and others old enough to remember when politics stopped at the water's edge.

11. We are not putting out "peace feelers" or limiting ourselves to the customary striped-pants diplomacy; ours is an all-out peace crusade to bring about peace in Asia -- not just for our time, but for all time. (CRUSADE IS A WORD THAT CAN BE HIGHLY USEFUL IN OUR FOLLOW-UP.)

12. We see protestors freely marching in America, because that is the kind of country we are; we see no protestors marching in Hanoi, because that is the kind of country they are.

13. On the eleventh hour of the eleventh day of the eleventh month, World War I was ended in armistice. That moment with its tradition of peace presents itself next week...