

DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]

DOCUMENT NUMBER	DOCUMENT TYPE	SUBJECT/TITLE OR CORRESPONDENTS	DATE	RESTRICTION
N-1 [Doc 77]	Memo	Buchanan to Woods, re: attached speech	6/10/69	C (nif)
N-2 [Doc 78]	Letter	Malibet Ablyan to Woods re: London Embassy Chief's [attached vacuum letter, same as being told Woods 5/20/70]	10/16/69 OPEN 11/13/2009 Date	C (nif)
N-3 [Doc 79]	Memo	Woods to President, re: talk with Annenberg re: Frank Rizzo	12/1/70	C (nif)
N-4 [Doc 80]	Memo com.	Annenberg to Woods, re: Rizzo and Philadelphia [attached to N-3 case file]	10/22/70	C (nif)
N-5 [Doc 81] [Doc 82] [Doc 83]	Letter	Annenberg to Woods, re: proposed meeting with Albert Cole + Robert Lewis <u>Attachments:</u> 1) Letter, Joseph M. First to Albert L. Cole, re: visit, along with Lewis, 11/30/70 2) Letter, Cole to Annenberg, re: promised memo re + <u>VZwire</u> + <u>Readers Digest</u> , 11/9/70	12/4/70	C (nif)

FILE GROUP TITLE

PPF

BOX NUMBER

20

FOLDER TITLE

Annenberg, Walter [1 of 3]

RESTRICTION CODES

- A. Release would violate a Federal statute or Agency Policy.
B. National security classified information.
C. Pending or approved claim that release would violate an individual's rights.
D. Release would constitute a clearly unwarranted invasion of privacy or a libel of a living person.

- E. Release would disclose trade secrets or confidential commercial financial information.
F. Release would disclose investigatory information compiled for enforcement purposes.
G. Withdrawn and return private and personal material.
H. Withdrawn and returned non-historical material.

Presidential Materials Review Board

Review on Contested Documents

Collection: President's Personal Files
Box Number: 20

Folder: Annenberg, Walter [1 of 3]

<u>Document</u>	<u>Disposition</u>	
77	Retain	Open
78	Retain	Close Invasion of Privacy
79	Return	Private/Political
80	Return	Private/Political
81	Retain	Open
82	Retain	Open
83	Retain	Open

11/13/2009
Date

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N-1	Memo	Buchanan to Woods, re: attached speech	6/10/69	C (mix)
N-2	Letter	Mildred Ahlgren to Woods, re: London Embassy briefing [attached + cover letter, Annen- berg to Woods, 5/20/70]	10/16/69	C (mix)
N-3	Memo	Woods to President, re: talk with Annenberg re: Frank Rizzo	12/1/70	C (mix)
N-4	Memo com.	Annenberg to Woods, re: Rizzo and Philadelphia [attached to N-3 case file]	10/22/70	C (mix)
N-5	Letter	Annenberg to Woods, re: proposed meeting with Albert Cole + Hobart Lewis <u>Attachments:</u> 1) Letter, Joseph on visit to Albert L. Cole, re: visit, along with Lewis, 11/30/70 2) Letter, Cole to Annenberg, re: promised memo re, <u>U.S. wide</u> <u>+ Readers Digest</u>, 11/9/70 N1, N5 reintegrated from <u>Excluded</u>	12/4/70	C (mix)
FILE GROUP TITLE PPF Files 7-2006			BOX NUMBER 20	

FOLDER TITLE

Annenberg, Walter [1 of 3]

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DOCUMENT WITHDRAWAL RECORD (NIXON PROJECT)

DOCUMENT NUMBER	DOCUMENT TYPE	SUBJECT/TITLE OR CORRESPONDENTS	DATE	RESTRICTION
1	Memo	RMW[Loods] to the President re: [Charles Mc Adams' recommendations for U.S. Ambassador to Great Britain appointment]	1/24/69	D 2pp.
2	Tel con memo	Ambassador Annenberg to RMW[Loods] re: [Comments about Cabinet member] cover Tel con memo, RMW[Loods] to the President re: [Conversation with Walter Annenberg] 12/1/70; with following attachment no. 3:	5/18/70	D 1p.
3	Tel con memo	Walter Annenberg to RMW[Loods] re: Frank Rizzo's candidacy for mayor of Philadelphia [Carbon copy of text, minus shorthand is attached to this item]	10/22/70	D shorthand 2pp.

FILE GROUP TITLE

WHSE PRESIDENT'S PERSONAL FILES
[RMW] Alpha-Subject File

BOX NUMBER

94 20

FOLDER TITLE

ANNENBERG, WALTER [1 of 3]

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DOCUMENT WITHDRAWAL RECORD (NIXON PROJECT)

DOCUMENT NUMBER	DOCUMENT TYPE	SUBJECT/TITLE OR CORRESPONDENTS	DATE	RESTRICTION
4	Letter	Walter Annenberg to Rose Mary Woods re: [Reader's Digest Request] with following attachments nos. 5-6:	12/4/70	G 1 p.
5	Letter	Joseph M. First, Triangle Publications, to Albert L. Cole, Readers Digest re: [Supermarket distribution plan]	11/30/70	G 2 pp.
6	Letter	Albert L. Cole to Walter Annenberg re: [Supermarket distribution plan]	11/9/70	G 3 pp.

FILE GROUP TITLE
WHSF PRESIDENT'S PERSONAL FILES
ERMWJ Alpha-Subject Files

BOX NUMBER
94 20

FOLDER TITLE

ANNENBERG, WALTER C1033J

RESTRICTION CODES

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NIXON PRESIDENTIAL MATERIALS PROJECT
DOCUMENT CONTROL RECORD

ITEM REMOVED FROM THIS FILE FOLDER

Restricted document has been removed. See document entry number 1 on Document Withdrawal Record (GSA Form 7279) or NARS Withdrawal Sheet (GSA Form 7122), located in the front of this folder, for a description of the item and an explanation for its removal.

FYI



Walter Annenberg thought the press conference today was EVEN BETTER than last week. He said "I thought it really went brilliantly today. He is organized and has everything at his finger tips. He keeps flabergasting those leftish liberals who hope they can trip him up. "

rmw

2/6/69

May 14, 1969

Rose Mary Woods

TO: JONATHAN MOORE

FROM: PETER FLANIGAN

Holter
Annenberg
SP2

The President has had a very good report regarding Phillip M. Kaiser, the Minister and Deputy Chief of Mission in London until recently. He has asked me to urge you to see to it that Mr. Kaiser is considered for a diplomatic post that fits his past service. I would appreciate your letting me have your thoughts on this matter.

THE WHITE HOUSE
WASHINGTON

Date

5/13/69

To

Peter Flanigan

From Rose Mary Woods

FYI

Please Handle

✓

Note RN's marking
on Annenberg's
letter to him.

EMBASSY OF THE
UNITED STATES OF AMERICA
LONDON

May 1, 1969



Dear Rose Mary:

The enclosed letter to the President is important to parties concerned, and therefore I would greatly appreciate your giving it to him.

Would you also tell the President what an infinitely rewarding and impressive experience I had at the presentation of my credentials to Her Majesty? The Queen's coach picked me up here at the Chancery, and the traditional proceedings that followed shall be a memorable event in my life. Thus far I have had a most warm welcome.

I trust this missive finds you well in the light of your arduous and dedicated duties.

Lee joins me in affectionate good wishes.

Sincerely,

Walter H. Annenberg

Miss Rose Mary Woods,
Executive Secretary
to the President,
The White House.

EMBASSY OF THE UNITED STATES OF AMERICA
LONDON

May 1, 1969

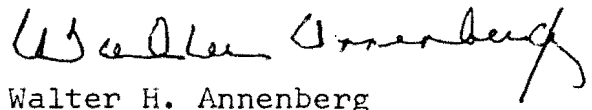
Dear Mr. President:

You will recall my concern relative to the firm recommendation given me virtually on the eve of my departure of a replacement for Philip M. Kaiser, the Minister and Deputy Chief of Mission of the Embassy in London. Having been briefed in the area of Mission morale, you will remember my distress of such an assignment being thrust upon me at such a late hour. This is in no sense any adverse criticism of the suggested replacement, Mr. Tom Hughes, whose remarkably impressive biographical data would appear to merit this promotion for him.

Although I have only been here a short time, I have indeed been impressed with the assets of Mr. Kaiser and his value to this Embassy. This is especially so in his relationship with Cabinet Ministers and other political leaders, and his leadership qualities evidenced by the warmth of his relationship with the key personnel here at the Mission.

Mr. President, I do not mean to be presumptuous but I take the liberty of urging you to consider Mr. Kaiser for some appropriate diplomatic post that might fittingly be a reward for his services to our Government.

Faithfully,


Walter H. Annenberg

The President,
The White House.

Ambassador W. H. Annenberg
American Embassy
London
**THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA**

OFFICIAL BUSINESS

REGISTERED

REGISTRY NUMBER

No. 811609

OFFICE SYMBOL

AMB

PERSONAL - CONFIDENTIAL
CLASSIFICATION

PAR AVION



Miss Rose Mary Woods,
Executive Secretary to the President,
The White House.

• GPO : 1965 O—790-436

TO BE AFFIXED TO COVER

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

MEMORANDUM TO ROSE WOODS

FROM: PAT BUCHANAN

JUNE 10, 1969

*re Annenberg
speech*

No need for the President to review this speech. It is that hard-line speech on student disorders which the Ambassador gave which so surprised his audience as it was out of keeping with tradition. However, there is nothing in here that the President would find memorable I don't think.

Buchanan

*File
Annenberg*

THE WHITE HOUSE
WASHINGTON

Date 6/4/69

To Pat Buchanan

From Rose Mary Woods

FYI

Please Handle

If you have the time, would you please read the attached speech of Walter Annenberg and mark any pertinent parts for the President.

Thank you.

EMBASSY OF THE UNITED STATES OF AMERICA
LONDON

May 30, 1969

Dear Rose Mary:

Would you please give the enclosed text to the President.

Naturally, I know how busy he is, but he may want to glance at my remarks at the Pilgrim Dinner Wednesday evening, May 28th.

Quite possibly the theme that I got into about collegiate disorder may be a bit strong, but this is what I feel is very much in the news and may be applicable to the English scene, in the light of developing student unrest in this country.

Sincerely,



Walter Annenberg
American Ambassador

P.S. The "Sir Patrick" referred to is Sir Patrick Dean, who introduced me.

Miss Rose Mary Woods
The White House
Washington, D. C.



OFFICIAL
TEXT
FROM USIS

UNITED STATES INFORMATION SERVICE, AMERICAN EMBASSY, LONDON

ADDRESS BY AMBASSADOR WALTER H. ANNENBERG

TO THE PILGRIMS AT THE SAVOY HOTEL, LONDON

WEDNESDAY, MAY 28TH, 1969

Lord Harlech, Sir Patrick, and Honorable Gentlemen:

It is a great pleasure to be with you tonight, and to be so handsomely introduced and welcomed. I am proud to have been given an opportunity to be serving my country in truly one of the most civilized communities of the world, a stronghold of dignified living. I am the more proud to be following a tradition which begins with another Philadelphian, Benjamin Franklin.

I am also delighted that it is traditional that the first public address of a newly arrived American Ambassador is to The Pilgrims. I met with your remarkable founder, Sir Harry Brittain, the other day. I can think of no living person who more admirably reflects the spirit of Britain, and the ties which draw our two nations together, than does Sir Harry. History will reflect that he was well named.

I, of course, have only recently been officially appointed a diplomat. I have, however, seven sisters, and therefore, my wife, with seven sisters-in-law, has been a diplomat for years; and I hope to profit from this influence.

I am grateful for the reception which I have been accorded, not only this evening, but since my arrival in the United Kingdom. Leaders of the Labour, Conservative, and Liberal parties have been uniformly helpful, courteous, and attentive, and this spirit has admirably eased my early initiation as Ambassador.

The people of Britain and the people of the United States have a fundamental community of outlook -- political, economic, and social -- and whatever our difficulties as we evolve our solutions, we do so in a climate of mutual respect. The dialogue between us, which is diplomacy, is indeed unusual. We speak on subjects of our mutual interest with a frankness and with an equality which is unique among the nations of the world at this or any other time. The Pilgrims in Britain and in the United States give additional support to our relationship through the knowledge that we have an obligation of working together to provide leadership in the Western World.

This text may be used in quotation or in full, with or without attribution to USIS, by press, radio and other media. In the case of wireless texts, whilst every effort has been made to maintain accuracy, transmission problems may result in certain inaccuracies and allowance must be made accordingly.

Much has been spoken and written of the many aspects of our heritage and history which draw our nations together. Perhaps the most important of these, and at the very root of our culture, is our commonly shared respect for the rule of law and the dignity of the individual. These concepts of freedom were transmitted to America by the Pilgrims of the Plymouth Colony, and over the intervening two hundred fifty years, these concepts have developed in our countries the most sensitive systems of justice and freedom any peoples in history have known.

I do not suggest that there is not room for further expansion of freedom and justice. In America the achievement of these ideals is impeded by the fact that we have not yet succeeded in full elimination of the problems of poverty and discrimination, and we are still seeking to provide opportunities for all who seek them. Nevertheless, I feel that you in Britain and we in the United States have the right to take pride in the record of justice and human decency afforded our citizens.

Great is the record of accomplishment that has culminated in material and technological advancements in the United States. Great is the record of goods and services to mankind at home and elsewhere, and for this our citizens have a right to be eminently proud and a reason to be profoundly grateful.

However, in America today, as elsewhere, we find the ideals of freedom and justice threatened by unrest, disorder, and turmoil in our colleges and universities. Because of student violence, we face a crisis in higher education and a fundamental challenge to the basic principles of university education: academic freedom -- the right of the individual to teach free of controls, the right of the student to study and learn.

I should like to state a few examples highlighting the problem in the United States.

Student anarchy may have begun at the Berkeley Campus of the University of California, a great seat of learning. It has been crippled by near revolution: some of its buildings destroyed or rendered useless; its faculty has been severely weakened by departure of senior dons.

The state government of California is determined to end this education insurrection because it is not only greatly concerned with what has happened and is still happening, but it is determined to have the issue resolved because of the impact of the University of California disorders on the remaining forty-nine states, as well as on the future of education in the State of California, whose population projections indicate fifty million residents by the year two thousand.

Harvard is perhaps our outstanding university. Last year, students forcibly prevented a professor of urban affairs from giving a course dealing with control of riot in cities, on the basis that it was not a subject to be taught: that the course should be on the cause of riots, not their control.

This year, students at Harvard forcibly occupied the main administration building, threw out the Deans of the College, barricaded themselves inside, broke into the University's confidential files, removed documents, and later published them. After they had been removed by the police, the faculty of the College, in a vote heavily influenced by junior faculty members, voted

to take no disciplinary action against the students.

At Cornell, students armed with rifles, shotguns, and side arms, occupied and forcibly prevented entry to one of the principal University buildings. Only when promised amnesty by the administration and faculty did they leave -- and the photograph of the students with their guns and ammunition filing out of the building, published on the front pages of newspapers across the world, did as much as any number of words to awaken us to the danger before us.

Swarthmore College is a small liberal arts college near Philadelphia which, under its sensitive and brilliant President, Dr. Courtney Smith, had been in the forefront of American colleges in recognizing student aspirations, negro and white, and the need for flexibility in student affairs. The College was shut down by student activists, in the course of which, and I believe as a direct result of which, Dr. Courtney Smith died of a heart attack. Only then did the students permit the undisturbed reopening of the College.

In almost every case, the students who caused and participated in the upheavals asked for and were granted amnesty for their actions. They were permitted, for one reason or another, to break the law, participate in the destruction of their institutions, without having to face the consequences. Administration and faculty of these institutions have been unwilling to stand up and assert the rule of law, in order to protect the freedom of the individual and academic freedom from the depredations of a militant student minority. They have created a sanctuary for violators of the law; and the time has come to call an end to giving in to students, an end to making decisions out of expediency, an end to appeasement.

One of the most disturbing aspects of these troubles in America is that they are caused by a small organized minority. A recent poll shows that only nine percent of our university students are the revolutionaries. Only one college in ten has been affected by the current wave of disorders, but infection has a way of spreading, if unchecked.

I repeat that infection, introduced by an active minority, can spread and is therefore dangerous. The first evidence of this academic sickness is a crumbling of administrative authority. This is a direct consequence of a permissive and apathetic older leadership, which, while providing innumerable advantages for youth, has failed to inculcate in youth the understanding that there is a corresponding responsibility for each advantage enjoyed. Democratic institutions are indeed threatened if we do not recognize the need for youth to be apprised of the responsibilities ahead. Fortunately, we are beginning to see signs of student majority resentment against radical minorities, and this could be a turning point.

We must adhere to our tradition of respect for the rule of law and the dignity of the individual which have been grown and nurtured here in Britain for over seven-hundred years. Judge Burger, who has recently been nominated by President Nixon as Chief Justice of the United States, has written:

"Government exists chiefly to foster the rights and interests of its citizens -- to protect their homes and property, their persons and their lives.

"We know that a nation or a community which has no rules and no laws is not a society but an anarchy, in which no rights, either individual or collective, can survive."

Honorable Gentlemen:

The conclusion of the foregoing was brilliantly stated by a barrister of The Middle Temple over a hundred fifty years ago:

"It is ever the Fate of the Indolent to find
their rights
Become a Prey to the Active.
The Condition Upon which God Hath
Given Liberty to Man
Is Eternal Vigilance."

- - - - -

6/18/69

RN:rmw

In about a week rmw remind RN to write Annenberg a
letter about personnel in his office.

6/27/69 |

Asked Maize for list
by Monday (attached)

List of Non-Career Ambassadors (including addresses)
who have been announced by President Nixon as of
June 27, 1969:

Honorable Walter H. Annenberg
American Ambassador
London, England

Honorable Philip K. Crowe
American Ambassador
Oslo, Norway

Honorable Shelby Davis
116 John Street
New York, New York 10038
(until July 9)

Honorable Guilford Dudley, Jr.
American Ambassador
Copenhagen, Denmark

Honorable John S. D. Eisenhower
American Ambassador
Brussels, Belgium

Honorable Kenneth Franzheim *

5143 Greentree Street
Houston, Texas

Honorable Kingdon Gould, Jr.
American Ambassador to Luxembourg
Department of State

Honorable Robert C. Hill
American Ambassador
Madrid, Spain

Honorable John G. Hurd *

2101 Gustavus
Laredo, Texas

Honorable Kenneth B. Keating
American Ambassador
New Delhi, India

Honorable John Davis Lodge
American Ambassador
Buenos Aires, Argentina

Honorable J. William Middendorf
American Ambassador to the Netherlands
Department of State

Honorable John D. J. Moore
American Ambassador
Dublin, Ireland

Honorable Val Peterson
American Ambassador
Helsinki, Finland

Honorable John C. Pritzlaff, Jr. *
4954 East Rockridge Road
Phoenix, Arizona

Honorable Luther L. Replogle *
338 North Kenilworth Street
Oak Park, Illinois

Honorable Kenneth Rush *
North Manursing Island
Rye, New York

Honorable Adolph W. Schmidt *
Star Route South
Ligonier, Pennsylvania

Honorable J. Fife Symington, Jr. *
West Seminary Avenue
Lutherville, Maryland

Honorable Jack Hood Vaughn
American Ambassador to Colombia
Department of State

* Ambassadors announced, but not confirmed

PER/PAS:RWZimmermann/nm
6/27/69

THE WHITE HOUSE
WASHINGTON

Date

8/4/69

To

Lak Buchanan

From Rose Mary Woods

FYI

Please Handle

Any need for the
President to see
this?

Rose

(No)
Not shown
in Haldenhat

FROM THE OFFICE OF THE AMBASSADOR

To.....Rose..Mary..Woods.....

July 18, 1969

recd. 7/23/69

Dear Rose Mary:

You may want to note the
enclosed.

Inasmuch as I quoted the
President I thought that your office
might want this copy.

Walter

Walter H. Annenberg

Presidential quotes on page 3—



OFFICIAL
TEXT
FROM USIS

UNITED STATES INFORMATION SERVICE, AMERICAN EMBASSY, LONDON

ADDRESS BY AMBASSADOR WALTER H. ANNENBERG

TO THE AMERICAN CHAMBER OF COMMERCE (United Kingdom) AT A

LUNCHEON AT THE SAVOY HOTEL, LONDON, ON

WEDNESDAY, JULY 16TH, 1969

Mr. President, Members and Guests of the American Chamber of Commerce:

While I know it is traditional for the United States Ambassador to address this distinguished group shortly after his arrival, I nevertheless want to underscore how pleased I am to be here, and I do indeed appreciate the opportunity of addressing you.

Because I commented adversely about the eagle atop the Embassy building in Grosvenor Square before I came to England, may I hastily reassure you that the eagle and I have a firm and friendly understanding. Having been queried rather frequently since my arrival as to how we are getting along, I wanted to report that our relations are of the best -- the eagle speaks no ill of the Ambassador and the Ambassador speaks no ill of the eagle, and we have been scrupulously observing this unwritten treaty obligation the last thirteen weeks.

While I did not come here to talk about the lunar journey, today is a day of such tremendous excitement for all of us that I cannot resist referring to it. The launching of the Apollo 11 may very well dwarf any of the concerns which we have with our current problems and activities. Hopefully, human beings are about to walk on the moon, and a new chapter is opening in the history of mankind, and perhaps in the entire course of human evolution. Is there anyone here who, when he was young, believed that in his lifetime this would be a space-facing world?

Mankind has been fascinated by celestial bodies and movements since early history, and a considerable understanding of lunar and celestial movement was developed early in civilizations. Witness England's magnificent Stonehenge. And in America, the idea of space travel for me when I was younger was the comic strips of Buck Rogers and Flash Gordon. Later, it was science fiction, and now the science fiction is coming true, and we prayerfully hope that this latest step will be without fault.

Those of us who are not directly connected with the space age are indeed struck by the speed with which the space era has come upon us. Here in England, in the Second World War, you felt the awful impact of the rockets which were the ancestors of those which probe space now. But it was only on October 4, 1957, that the Russians launched their first satellite, and on January 31, 1958, just over eleven-and-a-half years ago, we launched our Explorer One. Since then, there have been

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thirty-two manned space missions -- twenty by American astronauts and twelve by Russian cosmonauts. These are the stones with which we hope to build our bridge to the moon.

Three-hundred-forty-nine years ago on September 6th, one-hundred-and-two Pilgrims set forth from this country to become in America what we consider our founding fathers. That many years later we are setting forth from America for more distant shores, and we can no more guess the consequences than could have been guessed in 1620. But when the Pilgrims landed in Massachusetts in the autumn of 1620, I am told that there was already an Englishman named Conant living nearby on Cape Cod, and I wonder if that will be true on the moon. No American would be completely surprised.

While Apollo 11 is, of course, an American project, we must all remember that British components -- the Bacon fuel cell and the Sarah Beacon -- went into it, British scientists reviewed the plans, British trackers will follow it, and Britons, like this one American, will watch it. British scientists will be on the team which will analyze the samples of the moon surface which the Apollo will bring back. These studies will be conducted in fourteen institutions throughout the United Kingdom. We have a Community of Interest in this, as we have in so many things.

It is that Community of Interest which brings all of you together in the American Chamber of Commerce, and brings me here to speak before you. The particular Community of Interest with which the American Chamber is involved is perhaps the most significant of all the ties which bind our countries together, with the exception of the ties of our loyalties, our affection and our common law and culture.

Certainly the areas of Community of Interest in which the American Chamber is involved are the fastest growing. In the years between 1960 and 1968 British exports to the United States have increased from approximately a thousand million dollars in 1960 to two thousand, forty-eight million dollars in 1968. American exports to the United Kingdom have increased from one thousand, four hundred million dollars in 1960 to two thousand, one hundred eighty million dollars in 1968. Direct American investment by the United States in Britain has increased from three thousand, two hundred million dollars in 1960 to six thousand, one hundred million dollars in 1967. In that year, the amount of direct British investment in America was three thousand, one hundred fifty million, to which must be added the vast amounts of indirect investments, including private holdings of American shares. The American Chamber estimated two years ago that 12.3 percent of Britain's total exports was accounted for by the efforts of one hundred sixty-one American companies manufacturing in this country, and the results of a new summary currently being conducted are expected to show an even higher percentage.

The British Government continues to encourage American investment in Britain. Increasingly, American direct investment has been in Scotland, Northern England, Wales, and Northern Ireland, where the Government and local authorities are desirous of attracting new capital, and the possibilities of mutual benefit are great.

Most important of all for us to remember are the facts of our trade relationships. The United States is the United Kingdom's most important export market. We like what you have to sell, and we buy it. And the reverse is also true:

Britain is one of our most important export markets, the third largest. America cares greatly about that market here. Agricultural sales alone amount to five hundred million dollars.

These important economic and commercial ties are far more than happenstance. They grow out of conscious policies developed in concert by two great trading nations. As a matter of policy and inclination, each country has a vital interest in the effectiveness of each other's economy and trade. Each desires the other to be able to provide for its citizens the best opportunity for living, consistent with our social aspirations and economic abilities. With that in mind, each is properly concerned with the strength of the other and, as much, with the outlook for each other's future.

United States' policy is clearly directed toward the objectives of the Organisation for Economic Cooperation and Development. We aim toward the highest sustainable growth and employment with rising standards of living. It would seem this policy is already proving its worth because, while the Organisation for Economic Cooperation and Development set a target for growth of fifty percent for the 1960-1970 decade, which is remarkable for a ten-year period, unpublished tentative draft figures indicate that the target will not only be met but will be exceeded by some ten percent.

This type of growth has been and will be accomplished by the expansion of world trade on a multilateral and non-discriminatory basis. The highest sustainable growth and employment with rising standards of living are the objective, but financial stability should be maintained. I believe President Nixon put it most succinctly when he said:

"There is a clear inter-relationship between America's economic health and that of the rest of the world. It follows from this that the cause of stability and peace is served by the advancement of free-flowing world trade."

In furtherance of that policy, Secretary of Commerce Maurice Stans visited Britain and other countries of Western Europe to explore further the implementation of my country's commitment to a liberal trade policy. The thrust of his visit was exploration of fair trade expansion consistent with the inevitable economic realities and resulting adjustments.

The United States intends to pursue these objectives in the coming years. We must not permit any of us to forget our vital interdependence, and the necessity, for close cooperation between us.

There are certain problems in our economic relationships which, while having a mutual effect, are essentially the responsibility of each nation individually to solve: in 1968 the United States had a rate of economic expansion which proved to be inconsistent with stable prices, resulting in an unacceptable rate of inflation, both in terms of the domestic economy and in terms of balance of payments. These green and sometimes sunny shores are not alone in having inflationary and balance of payment problems. We have them too.

As a result, of course, our investment abroad has been curtailed by the controls with which you are all familiar. My Government is firmly committed to relaxing these investment restrictions as soon as possible. We are intensifying our efforts to restore price stability and to obtain adequate control of the price and wage situation. Combining fiscal policy with monetary restraint, we should be in a

position gradually to bring about a balance, which will permit us more freely to export capital to places where it can be used for general benefit. America knows, in blunt language, that it must do something about our inflationary pressures, and we are responding. The extension of the surtax and increasing interest rates are, for an American, pressures one can feel. And we must recognize that the United States must have not only a balance of payments, but a surplus of a size sufficient to permit us to discharge our responsibilities in the world. The measure of American commitment, and desire for commitment, to economies of under-developed countries is limited in size in part by our ability to earn the living of our national economy in world markets. Some of the problems are our own, and some are mutual. We are working on both, and I am optimistic.

If we are to promote a better economy and better trade, we must have an American economy which shows both growth and price stability. However, no country alone can, in itself, bring about any adjustments in an interdependent world. We must cooperate. All of us have learned that America needs the help of its allies, just as the reverse is true. There must be continued and improved cooperation between us, and the sort of dialogue which characterized the Kennedy Round must be continued for years to come.

Specifically, we of the American Mission here, and particularly you of the American Chamber of Commerce, with your friends, must have a strong commitment to keeping up the momentum of open world trade. America is working on relaxation of its foreign investment regulations, and hopefully Great Britain will also soon be able to permit freer investment in the American economy. Even with the restrictions, an American cannot help but be impressed with the resourcefulness of British involvement in American business in such areas as petroleum, real estate, and insurance, to name but random examples. It is exciting. Let us hope there will soon be greater freedom for responsible movement of capital in both directions, because together we learn. We would welcome more British investment in the United States.

I suspect that if we can abide by the schedules contemplated by the Kennedy Round -- and it is United States' policy that we do so -- no great new initiatives in the trade, and particularly the tariff areas, can be expected in the near future. However, it is time that we concerned ourselves, as a matter of urgency, with non-tariff barriers to trade. We must not permit the continuation of residual quantitative restrictions that are illegal under the General Agreement on Tariffs and Trade, with the rising and dangerous tide of agricultural protectionism, and with the threat of new discriminatory arrangements in world trade. These non-tariff barriers can be as significant as any existing tariff barriers, and we are giving priority to negotiations projected for 1970 under the auspices of the General Agreement on Tariffs and Trade for their reduction.

Secretary Stans rightly called for what he described as an "Open Table" approach to these problems. There is nothing easy about what our mutual policy requires. We must sit down at the table together and freely discuss issues which could be painful.

But the difficulty renders all the more important the maintenance of an open system of world trade. Interdependence needs intercommunication. We must talk to each other and we must listen: yet, in the most responsible way, we must never forget that we have independent responsibilities. But even those are so closely associated that we cannot ever again operate alone. We may be individualistic, but I should like to emphasize that we are intimately related.

Gentlemen, the Embassy is proud of its long association with the American Chamber of Commerce in the United Kingdom, one of the oldest and largest of our overseas Chambers. I wish to extend a personal invitation to each of you to make use of the services of our Embassy at any time that you may wish to do so, and I trust that we will continue working closely and harmoniously in the promotion of even greater commercial benefits for our two countries.

The Sunday Star

Woman's World

WASHINGTON, D. C., AUGUST 10, 1969

SECTION D

Annenberg
file

PRESERVATION COPY

Exclusive color pictures
taken for
The Sunday Star by
Laurence Harris of
The Associated Press.



Valiant eagle in the green acres of Winfield House gardens.



PRESERVATION COPY

Leonore Annenberg poses with a valiant eagle

Mrs. Annenberg and

LONDON—The lady perched, exquisitely dressed, on the edge of the FDR memorial in Grosvenor Square, patiently responsive to a clicking camera.

Behind her, through the trees, sprawled the modernistic whiteness of the American Embassy, decorated with its controversial golden eagle, smugly surviving its second international crisis.

A few Americans, paying respect to their own bit of turf in London, passed by, perhaps wondering what kind of tourist this—in the uncrushed dress and the Hollywood pose. But few tourists recognize ambassadors, or their wives.

By JOY BL
Star Staff

A woman might have added up something: The couture dress. The huge but ladylike pearls at ear lobes and finger. The immaculate white gloves. And the Rolls-Royce (shipped from Philadelphia), waiting exactly at the front door of the embassy, for Mrs. Walter Annenberg.

Ambassador and Mrs. Annenberg, appointed to the Court of St. James by President Nixon in March, are finding the camera less dangerous than the word.



With Andrew Wyeth's famous "The Mill" behind her, Mrs. Annenberg is photographed in her husband's office.

I the London Scene

LLINGTON

Writer

For the first time in his life, the publishing magnate is on the receiving end of typewriters on both sides of the Atlantic, and he and his wife are riding out the latest gale of smiles and nudges with Victorian we-are-not-amused stiff upper-lips.

In fact, the whole residence in Regents Park is under wraps, and the word "refurbish," which is enjoying a revival all over London, is strictly verboten.

A candid movie of the British Royal

family (which is to be shown in the U.S.A.) really started it all. The Ambassador happened to be presenting his credentials and thus was able to make his historic remark to the Queen, who inquired about his residence. Winfield House, he told her, was subject to the need for elements of refurbishing.

"The curious feature of this diplomatic event . . . and it is only fair to say that Ambassador Annenberg had taken a battering from precise courtiers before he mauled his language so . . . is that His Excellency still believes that he carried

(Continued on Page D-2)



This is the view from the park, Grosvenor Square, home of the American Embassy, with its famous eagle on the facade.

PRESERVATION COPY

Envoy's Wife In London

Continued from Page D-1
the whole thing off in jaunty fashion," writes the London Sunday Telegraph's Mandrake.

Mrs. Annenberg agreed. The Ambassador did beautifully," she declared.

Leonore Annenberg has been called many positive adjectives. "a manifest exhibit of Walter Annenberg's good taste," by the anti-Annenberg Philadelphia Magazine; "disarming" by the London Sunday Times, and "a hostess with few peers" by Associated Press.

Although she has softened the increasingly harsh view of her husband, she too has been subjected to the unfortunate quotation: "Can you imagine those Bruces they haven't even got finger bowls," she was reported by the Sunday Telegraph as saying before leaving America.

A friend's reply was said to have been, "I doubt whether gentility is 'in' these days in London."

Agreed to Talk

Despite all this and the residential refurbishing, Mrs. Annenberg did agree to an interview. In a cool, quiet room of the Embassy, she poured morning tea and ranged over a variety of subjects.

Her pretty brown eyes wide, she volunteers praise of the "charm of the Queen," Mrs. Wilson and British flowers.

When queried on a subject described by a press aide as "off limits," she chose to set the record straight quickly.

"It's inaccuracies that disturb me," she said, speaking of the critical articles. "When it's not accurate, or is out of context, it makes a false impression. And really, it's poor journalism."

Two points on which she wanted to set the record straight concerned the redecoration of the residence, and her good relations with the wife of the previous ambassador, Mrs. David Bruce.

When Time magazine compared the two men, calling Annenberg "inarticulate" and praising Bruce's professionalism, rumors of mutual antipathy stirred

a total upheaval. No ambassador who was living there could do it, so this was an opportune time," Mrs. Annenberg explains now.

"It was actually unsafe, and there was a major job of plastering to be done after the re-wiring, and then of course, the painting.

"People seem to have the impression that we were doing this arbitrarily. The issue is over now, and the work is being done."

Mrs. Bruce Called

Evangeline Bruce, she said, making her second point, has been "very helpful. Some people tried to suggest that they were upset. But Mrs. Bruce called me, in America, and asked me to come over with my decorators. I stayed with her as her guest.

"There was a lot of newspaper gossip. But I have just had a lovely note from her, and we are going to get together soon."

Inevitably, the American colony in London are singing swan songs for the Bruces, watching Annenberg movements with arrogant stares. Annenberg is apparently incensed at the ingratitude of the American correspondents in London, invited to a first-ever lunch he gave for them shortly after his arrival. Despite this, his press continued bad.

Tricia Nixon's recent visit, as the guest of the Annenbergs, provided some respite. Tricia had an excellent press.

She stayed in the residence, in the one spare room of the 50-room mansion that the Annenbergs have kept livable,

apart from their own bedroom and sitting room. But Tricia's visit set the decorating schedule a week back, Mrs. Annenberg said.

Bill Hines, the Hollywood decorator who did the decor in the Annenberg's 140-acre Palm Springs desert palace (where President Nixon was a guest during the Republican Governors Conference last year), is her choice for London.

"We are now deeply involved in color samplings," she says, of the decor which is being "executed." Annenberg, who is famous for his regard for detail, has participated in all the decisions about the house, she says.

"There's nothing we haven't done together. Sometimes we disagree on small points. Then we compromise, and do it his way one time and mine next." But pressed, she cannot recall any instances of disagreement.

By November or December, for the unveiling, she feels they will be entertaining "friends rather than strangers." Meantime, they entertain at places like the Mirabelle.

Main Line Pursuits

The Annenbergs, who own the Philadelphia Inquirer, Daily News, TV Guide, The Morning Telegraph, the magazine Seventeen, and radio and TV stations all over the country, have been deeply involved with the Philadelphia Orchestra Association, the Philadelphia Museum of Art and many other pursuits which rich and Main Line Philadelphians espouse.

She considers her background "involvement in the

community" was a training for the first public role she has played.

Other ambassadors' wives in London have been very helpful. So far, Mrs. Annenberg has made 12 of the many calls she will have to make.

She reads two London newspapers, The Times and The Daily Mail (owned by their friend Lord Rothermere), and glances at others. As to the complexities of British politics and the psychology of the country, she thinks that the wife of an ambassador should not have political opinion. They have, she says, entertained "a cross section" of political figures in London, although Annenberg has been called — (not illogically) — unsympathetic to the socialist government.

London 'Sets Pace'

She finds London changed since she was there at 18 for a summer. "It certainly does set the pace in music, and clothes," she says. The woman who used to be on the best-dressed list is still visible in her choice of clothes. But "when we moved to the desert," she missed the New York showings and "bought less."

Golf and bridge (Goren) are their pleasures, and concerts. They have no handicaps. "We like fun golf." But London social life is keeping them on their toes, with little chance to relax.

Their night life is demanding: dinners with the Rothermeres, Lady Antonia Fraser, Lady Lambton, American hostess Mrs. Gilbert Miller and the David Metcalfes.

She doesn't miss the social
Continued on Page D-3



Smarter Fashions for Gals who are

TALL
or DEMI TALL

PRESERVATION COPY

When Time magazine compared the two men, calling Annenberg "inarticulate" and praising Bruce's professionalism, rumors of mutual antipathy stirred.

'Blatant' Eagle

But even earlier, while being confirmed by the Senate Foreign Relations Committee in March, Annenberg hit the headlines over the "blatant" eagle (which the British promptly defended) and the "shabby" state of Winfield House, which Barbara Hutton gave to the U.S. in 1946, for the nominal sum of one dollar.

Saying he had no intention of criticizing the housekeeping of the Bruces, Annenberg announced, "there does come a period when refurbishing is the order of the day." His wife had already sent her decorators to London. The redecoration would be at their own expense, Annenberg testified.

"It seems impossible to get across the idea that the Ambassador was asked by the State Department if the residence could be re-wired. It would take three and a half months to do it, and involved



PRESERVATION COPY

Finds City Changed

Continued from Page D-2
pages much, which in Britain are passe. "Somehow every one seems to know what's going on without social pages. It gets around by telephone."

The Annenbergs plan a vacation this month, when London shuts up tight. They will spend some time in Philadelphia, in Palm Springs and in Chicago where Mrs. Annenberg will visit a seriously ill daughter.

Leonore Cohn, niece of the Hollywood mogul Harry Cohn, was formerly married to Lewis Rosentiel, the founder of Schenley Distillers. They have two daughters. She married Annenberg, also previously married, in 1951.

She is a Piscean (Feb. 20th) who reads her horoscope. She is proud of her husband's dancing prowess. And his humor. "It's his hearty laugh people like."

She isn't much of a worrier, she says. "If you do things to the best of your ability, that's the most you can do." She is not psychologically oriented, but "likes people."

As for entertaining, she enjoys parties like "our last New Year's, in the desert, when we had 20 violins playing." A fine relaxant, she thinks, is "to ask people about themselves. That leads to all sorts

of things." Sunday lunches with 20 or 30 guests are one of her favorite forms of partying. She isn't sure whether violins will fit into Winfield House. "I'll have to see how the residence works."

London from Philadelphia wasn't much more of a change than Philadelphia is from Palm Springs, she told Ernestine Carter of their "great adventure" into diplomatic life.

Their art collection — (Renoir, Monet, Van Gogh, Gauguin, Cezanne, Toulouse-Lautrec, Degas, a 1926 Picasso and Wyeth's famous "The Mill," now hanging in Annenberg's office) — will be a major part of the Winfield House decor. They will be lent to the Tate Gallery this summer until Mrs. Annenberg is ready to hang them.

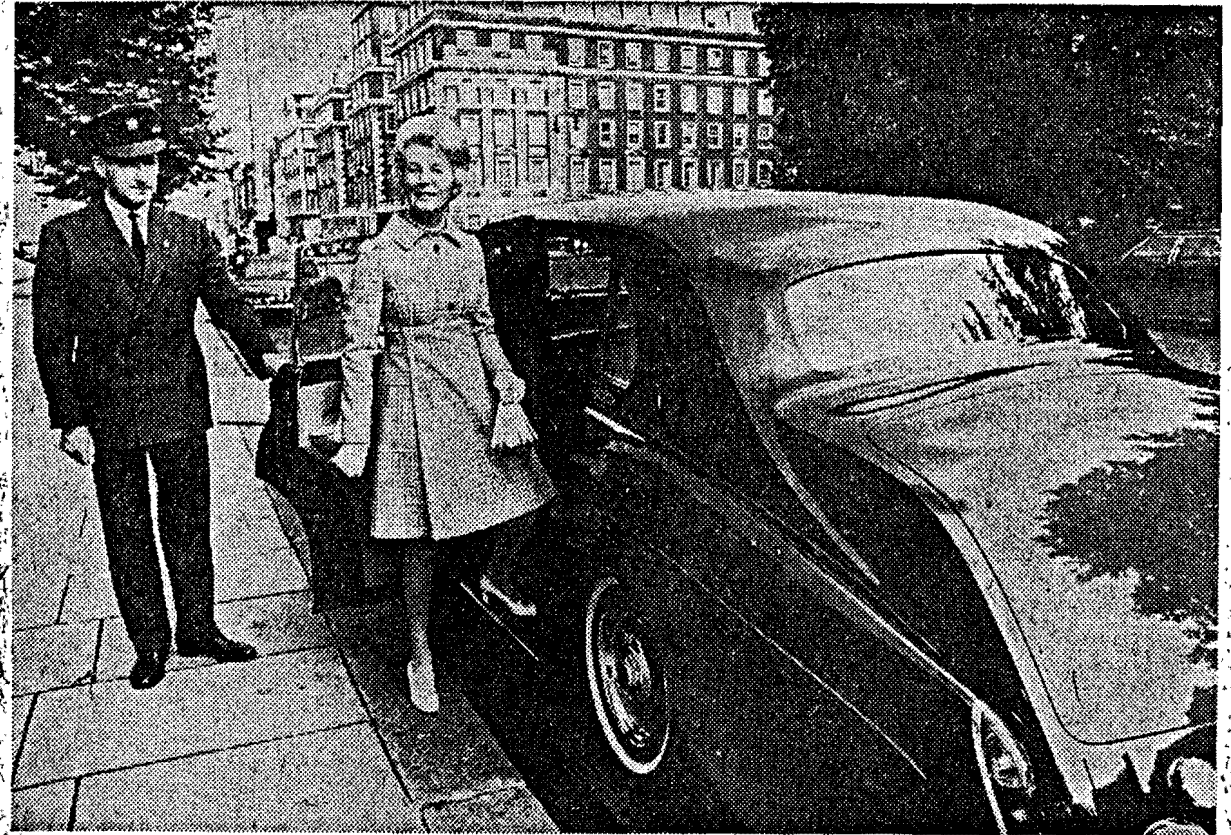
As she leaves her husband's office, Mrs. Annenberg (who contributed \$2500 to President Nixon's campaign to complement her husband's personal and editorial support over 20 years) — paused by a line of Presidential portraits. They stretch along the ambassadorial corridor, hirsute and handsome. The ambassadors' portraits stretch along the opposite side of the elevator.

"I started life with an awful lot handed to me," Annenberg said not long ago. "It was like a dream in a way," his wife

said after their visit to Buckingham Palace. "For years when we came to England I used to watch the changing of the guard, but I never thought I'd be inside."

The "guard" changed at the White House, handing Annenberg the most coveted post of all. "So long as the eagle doesn't bother me, I will not bother it," the new ambassador testified to Congress.

The non-aggression pact continues. Annenberg comes and goes without glancing up.



Mrs. Annenberg steps into her Rolls Royce in London.

August Fur Sale

TRIMM



FYI

Ambassador Walter Annenberg called yesterday (12/17/69) to make arrangements to send a gift to you and Mrs. Nixon through me.

He wanted me to tell you again how proud he is of the job you are doing, etc. Also hoped you had had an opportunity to read his letter re the sale of his paper.

They are leaving for California today and will be in their home there until January 3rd.

rmwoods
12/18/69

NIXON PRESIDENTIAL MATERIALS PROJECT
DOCUMENT CONTROL RECORD

ITEM REMOVED FROM THIS FILE FOLDER

Restricted document has been removed. See document entry number 2 on Document Withdrawal Record (GSA Form 7279) or NARS Withdrawal Sheet (GSA Form 7122), located in the front of this folder, for a description of the item and an explanation for its removal.

A

EMBASSY OF THE UNITED STATES OF AMERICA
LONDON

May 20, 1970

Dear Rose Mary:

I have delayed until now replying to the memorandum you sent me enclosing the letter from Mrs. Ahlgren, as I wished to investigate the situation fully.

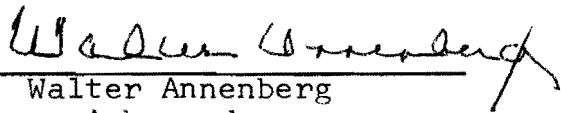
I sincerely regret that Mrs. Ahlgren was not pleased with Mr. Sulser's presentation, and am also truthfully puzzled. Mr. Sulser is one of the most knowledgeable and experienced officers in our Political Section. His range of responsibility includes British internal politics and UK relations with Western Europe. He has addressed a large number of audiences in this country. In addition to addressing the visiting American groups, he has addressed the Joint Services Staff College, university international affairs groups, interested constituency associations, political groups, and others, and is frequently in demand to make reappearances and seems to have been generally very well received indeed. Mrs. Ahlgren's letter to you is the only instance of criticism of Mr. Sulser's speaking of which we have any record at the Embassy.

Your memorandum and Mrs. Ahlgren's letter have been discussed with Mr. Sulser. He is at a loss to explain Mrs. Ahlgren's reaction, and remembers that individual members of the group told him after his briefing how pleased they were. Mrs. Magee, the President of the General Federation of Women's Clubs, wrote to him expressing her appreciation for his "informative briefing on British-American relations and the operations of the Embassy".

Miss Rose Mary Woods,
Secretary to The President,
The White House,
Washington, D.C.

I can only express my regret that Mrs. Ahlgren was not satisfied with the briefing. We are well aware of the importance of the General Federation of Women's Clubs, and therefore are all the more regretful that the briefing did not turn out to be the success which we would have hoped.

Sincerely,



Walter Annenberg
Ambassador

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-2-

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Sincerely,

Walter Annenberg
Ambassador

—

Rose: Bessie says Foreign Service listing has
a Mr. Jack Sulser listed as "Political Officer"
at the Embassy - this is probably the Jack Selzer
Mrs. Ahlgren refers to in her letter.

April⁹, 1970

PERSONAL AND CONFIDENTIAL

MEMORANDUM FOR: THE HONORABLE WALTER ANNENBERG
FROM: ROSE MARY WOODS
SUBJECT: ATTACHED LETTER

This letter, as you can see, has been sitting on my desk for months. I do not know that there is any action necessary, but I thought you should be warned in case another such group should appear to be briefed by this same gentleman.

attachment: Letter to RMW from Mrs. Oscar A. Ahlgren of
Gen. Federation of Women's Clubs
dated Oct. 16, 1969.

RMW:maf

General Federation of Women's Clubs

*1734 N Street, N. W.
Washington, D. C. 20036*

*Mrs. Walter Varney Magee
President*



*Mildred Carlson Ahlgren
Public Relations Director*

October 16, 1969

Dear Miss Woods:

I wrote you in California but had no reply - perhaps you never received the letter.

All I wanted to tell you - feeling that it would get to the President's ear and not thrown away by someone if I sent it to the State Department - was that when the 110 members of the General Federation of Women's Clubs, en route to their NATO Conference last June, were briefed by the Embassy in London, it was a sad affair.

To be perfectly honest, it was an insult to the organization. The man who did it spent all the time explaining how many people were employed - what their duties were, etc., and it was very evident that all he was interested in was to get it over with. He hurried away as fast as he could. His name was Jack Selzer.

We had briefings in Canada, Ireland, The Netherlands, Belgium and Austria and they were superb. But they surely fell down in London. Well, maybe Mr. Selzer had a headache or his feet hurt - who knows. Or perhaps he was not aware of the prestige of the organization he was addressing. But in that case someone had not done their homework as I had sent all kinds of information about GFWC to the Embassy weeks before our arrival.

Everything good to you and our wonderful President.

Sincerely,

Mrs. Oscar A. Ahlgren
Public Relations Director

Miss Rose Mary Woods
Secretary to The President
The White House
Washington, D. C. 20500

~~_____~~
RMW

Should we keep this part of the Annenberg
file up here?

Yes



No

Marje

July 17, 1970

Dear Walter:

The gracious and very thoughtful offer so typical of your kindness has just reached me. Valuing your insights as I do, I was especially pleased to note your comments on the visit and I accept your exceptionally generous suggestion. Whenever the annals of friendship are written, surely the Annenbergs will take an outstanding place within them.

With warmest personal regards,

Sincerely,

**The Honorable Walter H. Annenberg
American Ambassador
London**

RN:NM:bim



THE MADISON
WASHINGTON 6, D. C.

July 16, 1970

A -
7/1/71
Daily
Notes

Dear Mr. President:

Accompanying the Prince of Wales and his sister, Princess Anne, from Winnipeg today was the happy culmination of the invitation I had originally suggested to you many months ago when I learned Her Majesty was taking them to Canada. That Charles and Anne might spend a few days with your young people was an exciting thought for your Ambassador.

It is indeed my hope that you would not regard as presumptuous if I sought the privilege, of defraying the expense of the Dinner Dance tomorrow night. Having known Tricia, Julie and David from infancy, and having warm admiration for their Royal Highnesses, I do trust that you will accede to my suggestion.

Sincerely,

Walter Annenberg
Walter Annenberg

The Honorable Richard M. Nixon
The White House



THE MADISON

WASHINGTON 6, D. C.

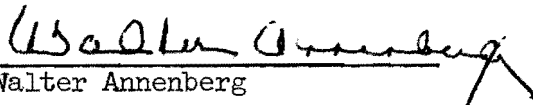
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Sincerely,


Walter Annenberg

The Honorable Richard M. Nixon
The White House

10/2/70

Annenberg

Rose --

Clem Conger's office asked if I would send them copies of the correspondence regarding the George Washington platter which Ambassador Annenberg sent to the President from Harrods in London. ~~xAppax~~ Apparently, they were upset by the attached press release from Harrods, because they think the platter is a gift to the White House and it is "contemporary" and would therefore not be acceptable!!

Mary

THE WHITE HOUSE
WASHINGTON

September 30, 1970

Mary,

Attached is a copy of the press release on the George Washington platter. It was sent to us by a local reporter.

Betty

Betty Monkman
Curator's Office

Harrods

PRESS OFFICE

Harrods Limited
Knightsbridge
London SW1
Telephone: 01-730 1234



Press Officer
Mrs Mary Gunther

AMERICAN AMBASSADOR'S GENEROUS GIFT TO PLYMOUTH

On Thursday September 10th His Excellency the American Ambassador Mr. Walter H. Annenberg, visited Harrods exhibition - 'China & Glass for the Connoisseur and Investor'.

The Ambassador accepted on behalf of President Nixon for the White House Collection, a diamond point engraved platter showing the head of George Washington, from the limited edition of President's Plates made by Stuart. The plate was presented by Lord Redmayne, the Deputy Chairman of Harrods, on behalf of the Chairman and Directors of Harrods.

The Ambassador toured the exhibition following the presentation, and generously decided to make a personal gift of two 'Mayflower' pieces to the City of Plymouth to commemorate the 350th anniversary of the sailing of the Pilgrim Fathers to America.

Waterford's Mayflower Chalice

The first limited edition from Waterford, limited to 20 pieces (£225). A cut crystal vase engraved by T. Wall. The design shows the route the Mayflower sailed. With the vase is a parchment scroll and Waterford seal.

The Mayflower Bowl by Royal Worcester

The Mayflower Bowl is made in a limited edition of 100 (£65). The bowl is decorated with the names of the men and some boys who were passengers on the Mayflower, together with the coat-of-arms of those known to possess them, and recorded signatures. The centre shows the Mayflower as it would have appeared crossing the ocean, and surrounding this the coat-of-arms of Plymouth, Devon, and the seal of the Plymouth colony, Massachusetts, where the plantation was established.

The two pieces were commissioned by and are exclusive to Harrods.

SEPTEMBER 15TH 1970

PRESERVATION COPY

EMBASSY OF THE UNITED STATES OF AMERICA

LONDON

September 10, 1970

Dear Mr. President:

This noon I went to Harrods, the famous London department store with which I am sure you are familiar, and received on your behalf from the Directors of Harrods the glass plate which accompanies this letter.

It is Issue No. 1 of a special creation of Stuart glass crystal called "The President's Plate Collection". The collection is to comprise a limited annual edition of crystal platters engraved in diamond point with the head of a President of the United States. The first edition is of President Washington, and Harrods and the Stuart Crystal management intend to continue with the head of a President of the United States each year.

The ceremony I attended was in the Central Hall at Harrods, presided over by Lord Redmayne, Deputy Chairman of Harrods. There was an enthusiastic crowd of over 1500 people, and when Lord Redmayne announced that he was presenting the plate to you through me, the applause at the mention of the President's name was warm and long.

I accepted the plate on your behalf, and took the liberty of suggesting that no doubt the White House would be pleased to accept this plate and other editions of the President's Plate Collection.

The Honorable
Richard M. Nixon,
The President,
The White House,
Washington, D.C.

In addition to the other aspects of the ceremony, I was touched by the profound interest in and enthusiasm for you and for the American people which the presentation symbolized.

With warmest personal regards,

Sincerely,

A handwritten signature in dark ink, appearing to read "Walter Annenberg", written over a horizontal line.

Walter Annenberg
Ambassador

EMBASSY OF THE UNITED STATES OF AMERICA
LONDON

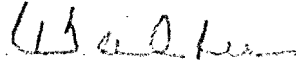
; September 10, 1970

Dear Rose Mary:

Accompanying this letter is a letter from me to the President and a ceremonial plate of Stuart crystal presented to the President, and which I received on his behalf, by the Directors of Harrods Ltd. My letter to the President outlines the circumstances of the ceremony at which it was presented, and I would be most grateful if you would turn over my letter and the plate to the President at his convenience.

With kindest personal regards.

Sincerely,



Walter Annenberg
Ambassador

Miss Rose Mary Woods,
Secretary to the President,
The White House,
Washington, D.C.

EMBASSY OF THE UNITED STATES OF AMERICA
LONDON

September 10, 1970

Dear Rose Mary:

Accompanying this letter is a letter from me to the President and a ceremonial plate of Stuart crystal presented to the President, and which I received on his behalf, by the Directors of Harrods Ltd. My letter to the President outlines the circumstances of the ceremony at which it was presented, and I would be most grateful if you would turn over my letter and the plate to the President at his convenience.

With kindest personal regards.

Sincerely,



Walter Annenberg
Ambassador

Miss Rose Mary Woods,
Secretary to the President,
The White House,
Washington, D.C.

EMBASSY OF THE UNITED STATES OF AMERICA

LONDON

September 10, 1970

Dear Mr. President:

This noon I went to Harrods, the famous London department store with which I am sure you are familiar, and received on your behalf from the Directors of Harrods the glass plate which accompanies this letter.

It is Issue No. 1 of a special creation of Stuart glass crystal called "The President's Plate Collection". The collection is to comprise a limited annual edition of crystal platters engraved in diamond point with the head of a President of the United States. The first edition is of President Washington, and Harrods and the Stuart Crystal management intend to continue with the head of a President of the United States each year.

The ceremony I attended was in the Central Hall at Harrods, presided over by Lord Redmayne, Deputy Chairman of Harrods. There was an enthusiastic crowd of over 1500 people, and when Lord Redmayne announced that he was presenting the plate to you through me, the applause at the mention of the President's name was warm and long.

I accepted the plate on your behalf, and took the liberty of suggesting that no doubt the White House would be pleased to accept this plate and other editions of the President's Plate Collection.

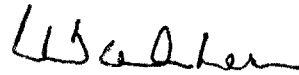
The Honorable
Richard M. Nixon,
The President,
The White House,
Washington, D.C.

-2-

In addition to the other aspects of the ceremony, I was touched by the profound interest in and enthusiasm for you and for the American people which the presentation symbolized.

With warmest personal regards,

Sincerely,

A handwritten signature in dark ink, appearing to read 'W. Annenberg', is written above a horizontal line.

Walter Annenberg
Ambassador

Ambassador, Walter Annenberg
American Embassy, London

Fragile

Mr. Rose Mary Woods,
White House Secretary to the President

The White House,
Washington, D.C.

WHITE HOUSE MAIL RECEIPT AND SECURITY
PROCESSING
DATE *7/1/68* TIME *11:00*

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EMBASSY OF THE UNITED STATES OF AMERICA
LONDON

December 4, 1970

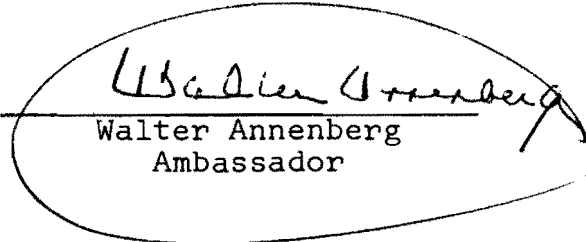
Dear Rose Mary:

You will recall phoning me about the proposed meeting that I was to have with Albert Cole and Hobart Lewis of Reader's Digest, and which indeed was held on October 5th. We had a most pleasant conversation, and in addition to this they were guests at a luncheon I was giving that day for Mrs. Vincent Astor.

At the end of my meeting with the two gentlemen, Al Cole said that he would send me a memorandum on his return to the United States, copy of which is enclosed herewith, dated November 9, 1970. I am also enclosing my General Counsel Joseph M. First's reply thereto under date of November 30.

While I regret our inability to accommodate Reader's Digest, I am sure a careful reading of Mr. First's communication will readily explain.
If you have any questions call me on the telephone.

Sincerely,


Walter Annenberg
Ambassador

Enclosures

Miss Rose Mary Woods,
Secretary to the President,
The White House.



TRIANGLE PUBLICATIONS, INC.

~~400 NORTH BROAD STREET~~
~~PHILADELPHIA, PA 19104~~
630 KING OF PRUSSIA RD.
P. O. BOX 750
RADNOR, PA. 19083

JOSEPH M. FIRST
VICE PRESIDENT & GENERAL COUNSEL

November 30, 1970

Mr. Albert L. Cole
Director
The Reader's Digest
Pleasantville, New York 10570

Dear Mr. Cole:

The Administrator spoke to me sometime ago about having a call and a visit from you, along with Mr. Robert Lewis. I feel sure that he wants us to emphasize his general philosophy of desiring to be helpful wherever he can be. In this connection he has forwarded to me a letter which you sent to him under date of November 9th, 1970, for discussion by me with our operating personnel and then for reply to you.

Frankly, I do not want to be in a position of giving your organization legal advice. I am sure you have competent persons to do that. However, as far as our organization is concerned, I have advised it that I believe that the suggestions made by you would, if carried out, be illegal as a "conspiracy in restraint of trade." As a matter of fact, our company policy is to avoid as much as possible any association or group action which can be misinterpreted as being in restraint of trade or which, in fact, would be in restraint of trade.

There is, of course, the question to which I do not address myself as to whether other clients of the S&M News Company could complain if Reader's Digest and others in the S&M News Company tried to keep them off of supermarket check-out counters in the face of contractual commitment by S&M News Company to use its best efforts in distributing them.

It seems clear to me that other magazines not distributed by S&M News Company, as well as those distributed by S&M News Company, could rightfully complain if TV Guide were to join with Reader's Digest and a limited number of other magazines in trying to convince the supermarket owners to keep all other magazines off the check-out counters. This would be, in my opinion, as I have indicated, a "conspiracy in restraint of trade" and Triangle Publications, Inc. would not countenance that.

I regret that this may sound as a negative approach to the whole situation, since ordinarily I like to solve problems rather than to create them, but I see no alternative to be pursued in this matter.

COPY

Mr. Albert L. Cole

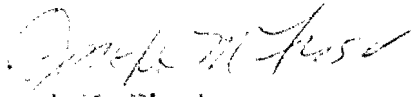
- 2 -

November 30, 1970

I note from your communication that you are as active and involved as ever in the fortunes of Reader's Digest and I take that as a good sign as far as your own health and activities are concerned.

Sincerely,

TRIANGLE PUBLICATIONS, INC.



Joseph M. First
Vice President & General Counsel

JMF:G

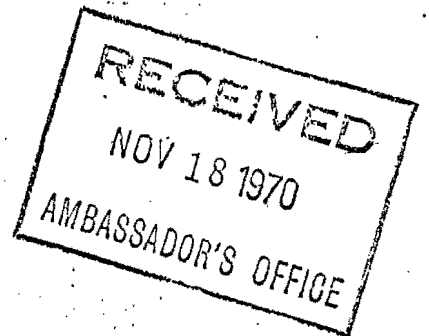
c - Mr. Hobart Lewis
President & Editor-in-Chief
The Reader's Digest

The Reader's Digest

Pleasantville, New York 10570

Albert L. Cole, DIRECTOR

November 9, 1970



Dear Walter:

After leaving you in London we played golf at Gleneagles for four days, then went on to Sotogrande in Spain and later to the Algarve in Portugal, arriving home last Tuesday in time to vote. I hope you agree that the results of the election, although perhaps not equalling our fondest hopes, were better than they might have been.

Now for the promised memo about possible opportunities for TV Guide and Reader's Digest to continue cooperation designed to increase sales and reduce costs for both of our publications. These, I assume are objectives we both seek.

There are over 200,000 supermarket checkout counters in the United States. The checkout counter is a great spot for sales of magazines. However, the space on these checkouts is limited. Ideally TV Guide would like to have every rack on every checkout counter filled with the proper number of TV Guides during the full sales period of each issue. Reader's Digest would also like that. What is the best way to maintain this ideal situation at the lowest possible cost for both your organization and ours? Manpower is the obvious need. If the 35 Reader's Digest full-time field men, plus the 91 S*M field men, plus a sizable number of part-timers whose job it is now to go into supermarkets and see to it that all racks are kept properly filled, do this job for TV Guide at the same time that they are doing it for Reader's Digest, it seems to me that this would help to produce the desired result at checkout counters and do this at a reduction in cost for both RD and TV Guide. By the same token, if the TV Guide staff checked the Reader's Digest at the same time that they checked their own magazine at checkout counters, we no doubt would save money and have an improved result. That should be mutually advantageous.

Family Circle magazine with 7 million sale monthly at checkout counters is now distributed by the S*M News Company. Their special staff in the field numbers 40 men. They now cooperate with the Digest men in keeping racks full. They would be glad to provide the same kind of cooperation to TV Guide. Wouldn't it really be desirable if the Digest, Family Circle and TV Guide all worked together to see to it that racks at checkout counters were kept properly filled at all times?

The Reader's Digest and TV Guide continue to share the cost of providing racks to supermarkets. However we no longer work together in reracking stores and opening new ones.

The Kroger Supermarket chain is, as you know, a big one. They recently made a test in 590 of their stores in 24 of their divisions designed to determine whether they would make more money by limiting the magazines on their checkout counters to four magazines - TV Guide, Family Circle, Woman's Day and Reader's Digest - than to have more magazines at checkouts. Their report to all of their managers says, "With fewer titles, sales of TV Guide increased 56%, Reader's Digest sales increased 42.6%, Family Circle by 10% and Woman's Day by 35.8%." The Kroger company made 15.8% more profit from these four magazines than the total profit from the nine magazines that had previously been displayed at checkout counters. The magazines displayed in addition to the four mentioned were Good Housekeeping, McCall's, Life and Redbook. The Kroger management has already reracked all of their checkout counters for the display of only TV Guide, the Digest, Family Circle and Woman's Day plus Dell books. They have told their managers that as the reracking has cost a lot of money which the publishers have paid, they have agreed not to change the displays for at least two years. This test provides convincing evidence that when there are a limited number of good selling magazines on a checkout counter, the overall sales volume for each magazine is larger than it would be when there are more magazines there, and also that each supermarket gets a larger sales volume and larger profit as a result.

The Reader's Digest men, the TV Guide men, and the Family Circle men working together could certainly help to convince supermarket operators that it is to their interest to have only a limited number of good selling magazines on their checkout counters. For many years TV Guide, most importantly, and Family Circle and Woman's Day plus the Reader's Digest have established impressive records of saleability at checkout counters. There are now continuous efforts being made by many other magazines to get on checkout counters. If as the Kroger study shows this is not to the best interest of supermarkets, there should be strong and continuous efforts to have this fact understood by all supermarket chain operators.

I am sure that there are other ways in addition to those mentioned in which TV Guide, Reader's Digest and Family Circle could cooperate with mutual advantage to all three companies. If you think it would be worthwhile, I would be glad to go to Radnor with our circulation people and those from Family Circle and sit down with whomever you suggest, including Dave Lichtenberg, Mr. Bradfield and Joe First in the hope that we can arrive at an understanding that will have mutual advantage for all concerned.

I told you that Reader's Digest had been distributed by S*M for over 40 years and the fact that this relationship began when no one else

would distribute the Reader's Digest on newsstands. I don't think I mentioned that the Digest became a one-third owner of the S*M News Company in 1943, which was soon after I left the Popular Science Company (of which I was President) to go with the Reader's Digest as General Manager. Since 1943 the Reader's Digest has been distributed by S*M at cost with no profit to the S*M News Company. Today there are five companies that are partners and who own all of the stock of the S*M News Company. They include the original partners who are the McCall Corp., the Popular Science Company that publishes Popular Science and Outdoor Life, plus the Meredith Company, the Reader's Digest and Cowles publications with both Family Circle and Look. The New York Times will replace Cowles as an owner of S*M News at the time that they take over the ownership of Family Circle.

In addition to the partners at the S*M News Company, this organization distributes the paperback book line of Bantam Books which has the largest volume in the paperback field, also New Yorker magazine, Newsweek, U.S. News & World Report, and within the next few weeks Life, Time Sports Afield and Fortune. The profit from the distribution of these publications, who are not partners in the S*M News Company, in effect reduces the net cost of newsstand distribution for each of the owners of S*M. Naturally since the company became a partner in this business the cost of distributing the Reader's Digest has been low and sales have grown over the entire period.

All of these factors, together with the factor of loyalty to the group who provided help to the Digest when it was needed, explains just why the Digest has stayed with this company for over 40 years.

I apologize for the length of this letter, but hope it gives you the kind of information which you and your associates need to give further consideration to possible re-establishment of close and effective cooperation between our two companies and with Family Circle as well. If there are other factors that are troublesome and that I don't know about, these could be discussed in Radnor.

Sincerely yours,



The Honorable Walter Annenberg
The American Ambassador
U.S. Embassy
Grosvenor Square
London, England

P.S. At your next opportunity to get away consider going to Sotogrande in southern Spain. There is a great Trent Jones golf course there, beautiful weather, and a very lovely spot. My wife joins me in sending best wishes to Mrs. Annenberg.

✓

EMBASSY OF THE UNITED STATES OF AMERICA
LONDON

February 2nd, 1971

Dear Rose Mary,

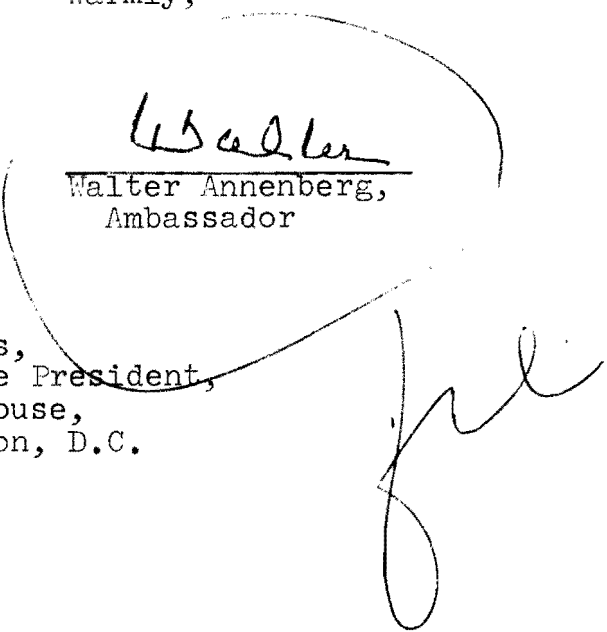
Lee and I were pleased with your January 26th communication, and readily understand the delay in writing us.

We, too, share your excitement and hope concerning the President's State of the Union speech. As I wired John Ehrlichman following the message, I should like to quote one of the passages contained in my telegram to John, "The contents underscore the President, not only a superb Statesman, but a most resourceful and imaginative Executive."

Warmly,


Walter Annenberg,
Ambassador

Miss Rose Mary Woods,
Secretary to the President,
The White House,
Washington, D.C.



— 7y2

EMBASSY OF THE
UNITED STATES OF AMERICA

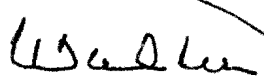
February 22, 1971

rec'd, 2/27/71

Dear Rose Mary:

Will you please see that the
President gets the enclosed at the
earliest possible moment.

Cordially,


Walter Annenberg
Ambassador

*file
for
Sppl*

Miss Rose Mary Woods,
Secretary to the President,
The White House.

*Keep warm, and stay out of
drafts —*

EMBASSY OF THE UNITED STATES OF AMERICA
LONDON

February 22, 1971

Dear Mr. President:

Peregrine Worsthorne's interview with you, which appeared in the February 14 issue of the Sunday Telegraph, was a gracious gesture on your part, and yet understandable in the light of his consistently objective coverage of the United States and your Administration in that publication. A consensus of opinions that I sought agrees that the substantive thrust of his description of the aims and objectives of the Administration and of your manner of leading the nation toward these goals was reasonably and effectively covered.

I regret, however, that his concluding paragraphs indicate that he took advantage of your privacy and your generosity in dealing with people and, unfortunately, bore the stamp of presumption.

I am pleased to enclose a second piece appearing in the February 21 edition of the Sunday Telegraph in which he underscores that he is a better columnist writing an essay than a reporter doing an interview.

Sincerely,


Walter Annenberg
Ambassador

Enclosure.

The President,
The White House.

PRESIDENT Eisenhower, it will be recalled, put an end to the Korean war on terms that seemed to justify all the blood and treasure that America had spent on its prosecution. A similar achievement is beginning to look possible for President Nixon in Vietnam.

Just as America succeeded in guaranteeing a non-Communist, independent South Korea, divided at the 38th parallel, free of northern infiltration and subversion, so now America seems poised on the brink of succeeding in its long struggle to do the same for South Vietnam.

No wonder a mood of infectious optimism pervades the White House today. Putting an end to the Korean war was the great achievement of the Eisenhower presidency. It was regarded at the time as an incredible miracle which only a magician like Ike could perform. But then Ike was universally regarded as a magician.

Nixon hitherto has enjoyed no such reputation. For him to pull off such a triumph, in even more difficult circumstances, would be doubly incredible, establishing him in the eyes of the American people, and more important, perhaps, in his own eyes, as the veritable "son of Ike."

The sceptics' view

To don the mantle of his great mentor has always been Mr. Nixon's wildest ambition. Hitherto it has been a Walter Mitty dream, as inconceivable as that Eden should succeed in rising to the stature of Churchill. (When Eden did try such an experiment at Suez, it ended in fiasco.)

But the chances of Mr. Nixon now realising his great dream are by no means negligible. It really is beginning to look as if, thanks to him, America may be about to achieve its purpose in South Vietnam. If the Laos operation succeeds, the scene could be set for an eventual settlement on a Korean pattern—a divided Vietnam with the South able to survive for the foreseeable future.

The sceptics, of course, still refuse to take this prospect seriously. They point to earlier so-called turning points in the war which past Administration spokesmen heralded as likely to be decisive, only to have their hopes cruelly shattered by unpredicted North Vietnamese initiatives. One such critic showed me a whole host of optimistic background briefing transcripts during the Johnson period which turned out in the event to be tragically misleading.

Perhaps, then, Mr. Nixon's present hopes will soon prove to be as insubstantial as Johnson's, and Henry Kissinger, the present White House grey eminence, a no

NIXON, SON OF IKE

PEREGRINE WORSTHORNE

just back from the United States, reports a mood of infectious optimism in Washington. Can Nixon match Eisenhower's magic in Korea and bring victory out of Vietnam's long list of defeats?

more reliable guide to the future than his predecessor, Walt Rostow, who was always heralding victory as just round the corner.

All one can say is that after long talks with both the President and Mr. Kissinger, this reporter is persuaded that it is more reasonable today to be optimistic than pessimistic. The Administration can mount formidable arguments for concluding that the Laos operation this year, following and running parallel with the operation begun last year in Cambodia, is in process of disarming the North Vietnamese potentiality for offensive action to the point where the South can safely be regarded as invulnerable.

The critics in Congress, and in the newspaper offices, with whom I also talked at length, are not able to challenge these conclusions with rational counter-arguments. All they can say is that the North Vietnamese have so often done "the impossible" in the past that nobody can be certain that they will not do so again.

In other words, the critics do not any longer seek to argue with the Administration on the level of rational debate. They fall back on blind defeatism, on mindless gloom. They simply refuse to believe in victory almost on principle, not rationally but instinctively, not because the facts do not suggest a satisfactory outcome, but because they do not wish to study the facts.

In the early stages of the Second World War the inclination in Britain was to believe in victory in spite of all the overwhelming rational calculations which pointed inexorably towards defeat. Victory was not a reasonable assumption; it was a matter of faith. Among the Administration's critics today the reverse is true. Defeat has become a matter of faith, to be believed in despite all the accumulating evidence to the contrary.

Queen Victoria, during the Boer War, had a notice put up in Buckingham Palace saying "There will be no defeatist talk permitted in this house." One almost got the impression, visiting Administration

critics in Washington, that their attitude to any talk of victory in Vietnam is exactly the reverse; that they regard optimism as somehow unpatriotic, not to say subversive, even sinful, as well, of course, as illiberal and reactionary.

All this is perfectly understandable. America went into the Vietnam war utterly convinced that an advanced industrial Great Power was bound to be able to impose its will on a small, ramshackle, tin-pot society like North Vietnam. There was initially no true understanding of the realities involved in fighting a guerrilla war. American omnipotence was simply assumed as an article of faith. As a result of a decade of cruel disillusion, this absurd, unjustified underestimation of North Vietnamese potentialities gave way to an equally far-fetched counter-conclusion. Having begun by scorning the North

Vietnamese, the Americans came to deify them. Irrational assumptions of American omnipotence gave way to equally irrational assumptions of American impotence.

The manifestly crushable tin-pot ramshackle State of North Vietnam became transformed into an indestructible race of supermen against whom advanced technology was totally powerless. All the contempt which initially had governed the American approach to North Vietnam was transferred to South Vietnam.

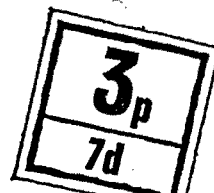
American bluff

Having grotesquely patronised and despised their Asian enemy, American opinion began grotesquely to patronise and despise their Asian ally. Just as at the outset of the American involvement it seemed inconceivable that

**DECIMAL
CURRENCY
BOARD**

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**yo
about shop**



**When a shop shows two p
which price to pay?**

There are two reasons:

1. Because it would be d



Richard Nixon riding into the Vice-Presidency in 1952 on the Eisenhower ticket

American aid could not guarantee Saigon victory, so as the years passed it became accepted as equally axiomatic that American aid could not possibly avoid Saigon's defeat.

Henry Kissinger is engagingly frank on this point. He admits that on first coming into the White House his assumption was that the Nixon policy of combining American withdrawal with rapid Vietnamisation was in effect little more than a face-saving formula. The Vietnamisation programme was seen as a bluff designed to build up a slightly more favourable negotiating position from which to reach a settlement that would in effect be a North Vietnamese

victory, only delayed long enough to save America's face. The last two years, however, have drastically altered his judgment. Vietnamisation has succeeded beyond his wildest expectations.

Once again America is discovering how dangerous it is to be certain about anything in Asia. Initially, they thought that the South Vietnamese would be reliable allies and the North Vietnamese a walk-over enemy. It took them ten years to learn the opposite lessons and to conclude that the South Vietnamese were hopeless and the North Vietnamese indestructible. But just when this view has become the

accepted wisdom, America is being faced with a new surprise—a resilient South Vietnam and a crumbling North.

This lesson will take time to sink in, as did its opposite. It will be as difficult and painful for the Americans to rediscover their faith in South Vietnam in the 1970s as it was difficult and painful for them to lose it in the 1960s, and as difficult and painful for them to lose their faith in North Vietnam as it was for them to develop it.

Just as in the 1960s they could not take Ho Chi Minh and Giap seriously, so today they underestimate Thieu and Ky. Then it was the inevitability of victory which

constituted the fashionable illusion. Today, Mr. Kissinger is convinced, a no less dangerous illusion has caught the popular imagination: the inevitability of defeat.

Mr. Kissinger believes it to be the task of the realist today to prick the defeatist bubble, just as ten years ago it was to prick the bubble of complacency. He is no longer worried by the possibility of the North Vietnamese pulling off some catastrophic surprise. Much more dangerous and possible in the long run, in his view, is the possibility of the South Vietnamese doing something untoward. One almost got the impression from Mr. Kissinger that he is more worried today that the South Vietnamese will invade the North than vice versa.

A major gamble

He would be the first to admit, of course, that the present Laos operation could make this kind of talk look very foolish. If the South Vietnamese, who are for the first time on their own, were to suffer a major defeat, the whole programme of Vietnamisation would have been shot to tatters. In this sense it is a major gamble. But it is a gamble which would only have been taken if the Administration was overwhelmingly confident in its successful outcome.

The point that needs to be grasped is that so long as Vietnamisation was regarded simply as a bluff it would have been inconceivable to

Continued on page 8

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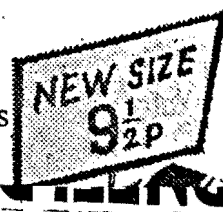
Some questions you may be asking shopping with the new money

prices why can't I choose

Are all retailers using the Shoppers' Table to reprice their goods?

difficult and confusing for

The great majority of retailers—and manufacturers too—are using it. But some have only a small range



NIXON

from page 7

Protected by Johnson's fate

risk having it called until after the American withdrawals were virtually complete. The Americans, in the mood of even a year ago, were anxious to avoid giving the North Vietnamese any opportunity to disprove the fiction of Vietnamisation, since to preserve it intact was absolutely necessary to justify the policy of withdrawal.

They were determined to guard the South Vietnamese from any danger of humiliation until withdrawal was virtually completed. As it is, however, they have consciously and purposefully courted having the bluff called, confident that the North Vietnamese dare not and cannot do so. They really do believe that, given American air support and supplies, the South Vietnamese can win the war by their own efforts.

Whether this faith is justified only time will tell. But that it exists at all in the higher reaches of the Administration is a fantastic phenomenon. For make no mistake, we are back in effect to the very mood in which America first became involved in Vietnam, back to 1960 if not 1954, when Eisenhower assumed that American interests in Asia could be pursued by encouraging "good Asians" to fight "bad Asians," with the aid only of American air and sea power.

Asia's new spirit

A year ago such an idea would have been mocked, even by this Administration, as utterly anachronistic, and wholly exploded by the Vietnam experience of the last ten years. Now, however, the thinking is very different. The Eisenhower idea is no longer thought of as being out of date today but as having been premature then. When Eisenhower first propounded it in the early 1950s it was an idea whose time had not yet come. But today it is an idea whose time has come.

Twenty years ago South-East Asia was a vacuum, with no indigenous political and military forces capable of filling it, apart from the Communists. Now, however, South-East Asia is ready for the Eisenhower doctrine, with non-Communist Japan about to overtake China as the dynamic giant of the area, and China itself no longer regarded as the inevitable wave of the future. The new spirit of South Vietnam, in short, is seen as part of a far wider resurgence of non-Communist Asian political and military strength in the context of which American influence can be constructively exerted without the need for large-scale ground troop involve-

The obvious danger is that the Communists may refuse to be

one talked to doubted the overwhelming opposition of the American people to any continuing large-scale ground force involvement in the war. The agony of the past ten years has induced an absolute insistence on the troops being brought home. But this, they say, is not the only consequence of the past few years. Just as important, although much less appreciated, is the determination by the majority of the American public never again to tolerate the kind of anarchic protest that brought about President Johnson's abdication. In other words, Vietnam has not only induced an anti-war feeling; it has also induced an equally strong anti-war feeling.

As one White House aide put it: "It may well be true that Nixon could not get away with escalating the war. But it would be just as much political suicide for the Democrats to try to re-escalate the protest movement against the war. For if there is one thing the Americans are more sick of today than fighting in the jungles abroad it is fighting in the street and campuses at home.

This, I believe, to be profoundly true, and of the greatest

Heath rings a bell

MR. HEATH'S reputation stands astonishingly high. The United States Attorney-General, Mr. John Mitchell, who comes closest to being a Nixon crony, told me that the President and Prime Minister were constantly on the telephone together, "like a couple of old women."

It is strange how telephonic communication seems to be a sign of status with this Administration. Another Presidential colleague, anxious to show his high opinion of Heath, emphasised how the Prime Minister had been telephoned every night during the Jordanian crisis. And a third, with the same purpose in mind, said that throughout the night of the British election results, the President had telephoned him (the aide) three times to ask how Heath was doing, only relaxing into sweet slumber when his victory was assured.

If American Presidents gave honorific titles there would clearly be Lords-in-Waiting-on-the-Telephone, in the ranks of which the Prime Minister would enjoy a high place.

political significance. For if President Nixon is circumscribed in terms of the violence he can unleash in Vietnam without catastrophically losing support, so are the Democrats circumscribed in terms of the violence they can unleash at home without also catastrophically losing support. The President is compelled by political necessity to operate "pacifically" in Vietnam. But so are his critics at

industry to whip up passionate opposition.

The point can be summarised like this. It is politically out of the question for President Nixon to behave in Vietnam as Presidents Kennedy and Johnson did: that is to say, to try to sell the operation as a crusade. But it is equally politically impossible for his opponents to behave as Eugene McCarthy and Robert Kennedy did in 1968: that is to say, to try to whip up a crusade against Vietnam. If the American people will not stand for the one, neither will they stand for the other.

Both the Administration and its critics are forced by political necessity to play it cool—a rôle for which Mr. Nixon sees himself ideally cast, much more so than any Democratic contender yet in sight. In this respect the President seems to see himself as protected by the fate of his predecessor. By toppling Johnson the anti-war movement over-reached itself, guaranteeing that nothing of this kind could be repeated for many years to come. Johnson's experience, in short, was not so much a warning for Nixon to heed as a vaccine enabling his successor to be immune from such attacks in the future.

Again, as I say, Mr. Nixon may be unduly optimistic. But no visitor to America can avoid noticing the absence of passion, compared with two years ago. Crusades are out, not only abroad but also at home. It is not only the military authorities who are finding the young difficult to draft. The student protest leaders are finding them equally unresponsive. If the young are reluctant to be shot at by the Viet Cong in the jungle, they seem equally sceptical about the point of allowing themselves to be shot at by the National Guard on the campuses. There is a revulsion and disgust at those who pursue policies that result in atrocities such as My Lai in Vietnam, and an equally deep revulsion against those who pursue policies that result in the killings of Kent University.

Deep yearning

In other words, it is not only governing America that has become a highly delicate operation. So also has opposing those who govern. Public sympathy and patience are as quickly lost by those who rock the boat excessively as by those who set it on an excessively ambitious course.

This may be Mr. Nixon's greatest source of political strength. If he can persuade a majority of the American people that what he is trying to do in Vietnam is cautious and responsible, the dangers of trying to oppose him may well appear as more damaging than the dangers of allowing him a free hand—continuing, but decelerating bloodshed in Vietnam, less horrendous a prospect than a resumption of bloodshed on the streets of America itself.

Mr. Nixon himself is not a popular leader. But he is fortunate in occupying the White House at a period when there is a deep yearning for the authority of the Presidency to be re-established, a real concern that there should be no repetition of the anarchic disintegration that marked the last two years of his predecessor's reign.

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which America first became involved in Vietnam, back to 1960 if not 1954, when Eisenhower assumed that American interests in Asia could be pursued by encouraging "good Asians" to fight "bad Asians," with the aid only of American air and sea power.

Asia's new spirit

A year ago such an idea would have been mocked, even by this Administration, as utterly anachronistic, and wholly exploded by the Vietnam experience of the last ten years. Now, however, the thinking is very different. The Eisenhower idea is no longer thought of as being out of date today but as having been premature then. When Eisenhower first propounded it in the early 1950s it was an idea whose time had not yet come. But today it is an idea whose time has come.

Twenty years ago South-East Asia was a vacuum, with no indigenous political and military forces capable of filling it, apart from the Communists. Now, however, South-East Asia is ready for the Eisenhower doctrine, with non-Communist Japan about to overtake China as the dynamic giant of the area, and China itself no longer regarded as the inevitable wave of the future. The new spirit of South Vietnam, in short, is seen as part of a far wider resurgence of non-Communist Asian political and military strength in the context of which American influence can be constructively exerted without the need for large-scale ground troop involvements.

The obvious danger is that the Communists may refuse to be deterred or to give up, and that forces supplied and supported by the United States could be fighting throughout Indo-China for many years to come. One can only assume that the Administration is confident that nothing of this kind is going to happen, and that even if it does, it will not interfere with the announced withdrawals of American ground troops. In other words, air escalation is assumed to be politically safe, so long as ground force de-escalation continues as planned. This again is a formidable gamble, based on an equally optimistic assessment of what is happening in America.

Nobody in the Administration

Heath rings a bell

MR. HEATH'S reputation stands astonishingly high. The United States Attorney-General, Mr. John Mitchell, who comes closest to being a Nixon crony, told me that the President and Prime Minister were constantly on the telephone together, "like a couple of old women."

It is strange how telephonic communication seems to be a sign of status with this Administration. Another Presidential colleague, anxious to show his high opinion of Heath, emphasised how the Prime Minister had been telephoned every night during the Jordanian crisis. And a third, with the same purpose in mind, said that throughout the night of the British election results, the President had telephoned him (the aide) three times to ask how Heath was doing, only relaxing into sweet slumber when his victory was assured.

If American Presidents gave honorific titles there would clearly be Lords-in-Waiting-on-the-Telephone, in the ranks of which the Prime Minister would enjoy a high place.

political significance. For if President Nixon is circumscribed in terms of the violence he can unleash in Vietnam without catastrophically losing support, so are the Democrats circumscribed in terms of the violence they can unleash at home without also catastrophically losing support. The President is compelled by political necessity to operate "pacifically" in Vietnam. But so are his critics at home compelled to operate "pacifically" in their opposition.

The experience of the past few years, in short, has clipped the wings of hawks and doves, limited the manner in which the Vietnam war can be prosecuted, but also the manner in which it can be opposed. Wild actions abroad are now politically taboo. But so are wild words at home. The Administration struck me as being very much aware of this, and to have concluded from it that if they act with moderation in Vietnam—that is to say, support limited South Vietnamese operations — public opinion would be more sympathetic to such a course than it would be to any attempt by the protest

at by the Viet Cong in the jungle, they seem equally sceptical about the point of allowing themselves to be shot at by the National Guard on the campuses. There is a revulsion and disgust at those who pursue policies that result in atrocities such as My Lai in Vietnam, and an equally deep revulsion against those who pursue policies that result in the killings of Kent University.

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Mr. Nixon himself is not a popular leader. But he is fortunate in occupying the White House at a period when there is a deep yearning for the authority of the Presidency to be re-established, a real concern that there should be no repetition of the anarchic disintegration that marked the last two years of his predecessor's reign. In one sense, therefore, his weakness is his strength, since he is too insecure to be subjected to rough handling, too inflammable for anybody to dare approach him with fire. His very lack of armour is his best protection, since all but the most extreme are reluctant to do him mortal damage.

This is not the ideal basis for Presidential power. But it is the best available, and one on which Mr. Nixon rests with a wry kind of dignity and courage that is at once touching and impressive. Unable to command love, he has done the next best thing; rendered himself immune to hate. It is no mean achievement.

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R.N.

"We will be here until the 18th - probably will go to the Eisenhower Medical Dinner and then fly back to London on the 19th.

"Also - I would like him to know that I want to give a gift to Chequers in commemoration of the historic gathering on the 3rd of October last year. The first occasion when the Monarch was ever present. I think it was a great and historic occasion to have the President, the Monarch, the Prime Minister together for a meeting. Will you indicate to the President that a swimming pool would very much appeal to the present occupant. I thought the President ought to know what I have in mind. You might also tell the President that I have another undertaking that ~~xxxx~~ I am going to engage in next year - building an Archives Building up at Churchill College in Cambridge.

"After you are in that country for a few years, the tradition and impact of history really gets to you and you want to take part in it.

"I sent you a note about _____ . I thought it was rather gratuitous - I resented his column very much. The rest of the interview was alright -- the conclusion was very presumptuous to think that he, this report, had a bigger priority with the President than the astronauts. I told ~~xxx~~ the publisher that the nature of the President is such that he is very polite, attentive, all he wanted to indicate was a respectful ~~big~~ bit of attention - he had no right to construe that he was more important to the President than the astronauts.

On this gift -- I don't want any publicity to get out on that - don't want any trouble with the Labor Party - so I want it well underway or done ~~next~~ before we make an announcement that it is in commemoration of the historic meeting with the President, the Monarch and the Prime Minister.

—
+ answer re
gift he plans to
give to Chequers

EMBASSY OF THE UNITED STATES OF AMERICA
LONDON

March 26th, 1971

Dear Rose Mary,

I don't know whether you read the Peregrine Worsthorne interview, a copy of which was sent to you, but I did want you to note my letter to him of today.

I did indicate my displeasure to "Telegraph" officials over the concluding paragraphs in which Worsthorne made himself more important than the President's getting to the telephone to talk with the astronauts.

Sincerely,



Walter Annenberg
Ambassador

Miss Rose Mary Woods,
Secretary to the President,
The White House,
Washington, D.C.

March 26th, 1971

Mr. Peregrine Worsthorne,
"The Telegraph",
135 Fleet Street,
London, E.C.4.

Dear Mr. Worsthorne,

While the excellence of your journalistic endeavors hardly needs confirmation from me, I do want you to know that I continue to very much admire the skill that you have brought to your profession.

I know that you have been apprised of my sensitivity over the concluding lines of your interview with the President, but you were indeed within the ground rules of a reporter's right. My regret reflected a sentimental attachment to a great and good man, who is unfailingly polite and attentive to a guest.

I continue to look forward to reading your column with eager anticipation.

Sincerely,

Walter Annenberg

American Embassy Residence,
Regent's Park,
London, N.W.1.

WA:S

Walter L. Annenberg
EMBASSY OF THE
UNITED STATES OF AMERICA
LONDON

Miss Rose Mary Woods,
Secretary to the President,
The White House,
Washington, D.C.

April 19, 1971

Dear Mr. Ambassador:

Former Under Secretary of the Interior, Fred J. Russell, plans to visit London from June 6 through the 10th, and will be staying at the Royal Lancaster Hotel.

He has been a long-time, loyal supporter of the President and is a delightful person. I am sure you and Lee would enjoy meeting him, and I would greatly appreciate any courtesies you might extend to him during his visit.

With warmest personal regards to Lee and to you,

Sincerely,

**Rose Mary Woods
Secretary to the President**

**Honorable Walter Annenberg
American Ambassador
London**

RMW:ma

April 14, 1971

MEMORANDUM

TO: Mrs. Maggie Rankle
Personal Assistant to the Secretary
Department of State

FROM: Rose Mary Woods
Secretary to the President

Former Under Secretary of the Interior, Fred J. Russell will be travelling in Europe from April 20 through June 8. He will be travelling with a group called "Auto Club Spring Blossom Tour".

I am attaching a copy of his itinerary, and would greatly appreciate your notifying our embassies of his visit.

Since he is and has been a loyal supporter any courtesies that could be extended to him would be greatly appreciated.

Thanks.

RMW:ma

Irud J. Russell Itinerary

Paris, France -

April 30, May 1, 2, 3
Grand Hotel

Zurich Airport, Switzerland -

May 4

Lucerne, Switzerland -

May 4, 5, 6
Palace Hotel

LuGano, Switzerland -

May 8, 9
Europa Hotel

Florence, Italy -

May 10-11
Baglioni-Palace Hotel

Capri, Italy -

May 12, 13
Caesar Augustus Hotel

Rome, Italy -

May 14, 15, 16
Savoia Hotel

Venice, Italy -

May 18, 19
Europa -Britannia Hotel

Vienna, Austria -

May 22, 23, 24
Park Schonbrunn Hotel

Salzburg, Austria -

May 25, 26
Schloss St. Rupert Hotel

Munich, Germany -

May 27-28
Holiday Inn

Brussels, Belgium -

May 31, June 1
Hotel Plaza

Amsterdam, Holland -

June 2, 3
Alpha Hotel

London, England -

June, 6, 7, 8, 9, 10
Royal Lancaster Hotel

from Fred Russell

1971 "SPRING BLOSSOM" TOUR - MAILING INSTRUCTIONS

Letters should be sent to tour participants by AIR MAIL, allowing 6 days for delivery. The arrival date and tour title and number should be shown on the envelope. The tour title and number is "Auto Club Spring Blossom Tour (LisLind 811-1C)". Postage is 20¢ per $\frac{1}{2}$ oz. or 13¢ for a pre-franked Air Letter form. Here is a sample of the correct way to address a letter:

Mr. John Doe,
Auto Club Spring Blossom Tour (LisLind 811-1C)
C/O Hotel Plaza
BRUSSELS, BELGIUM arriving May 31

<u>CITY & COUNTRY</u>	<u>HOTEL</u>	<u>ARRIVAL DATE</u>
-PARIS, FRANCE.....	Grand	April 30
-LUCERNE, SWITZERLAND...	Palace	May 4
-LUGANO, SWITZERLAND....	Europa	May 7
RAPALLO, ITALY.....	Bristol	May 9
-FLORENCE, ITALY.....	Baglioni-Palace	May 10
-CAPRI, ITALY.....	Caesar Augustus	May 12
-ROME, ITALY.....	Savoia	May 14
SAN MARINO, ITALY.....	Grand	May 17
-VENICE, ITALY.....	Europa-&-Britannia	May 18
VELDEN, AUSTRIA.....	Schloss Velden	May 20
-VIENNA, AUSTRIA.....	Park Schonbrunn	May 22
-SALZBURG, AUSTRIA.....	Schloss St. Rupert	May 25
-MUNICH, GERMANY.....	Holiday Inn	May 27
ROTHENBURG, GERMANY....	Goldener Hirsch	May 29
MAINZ, GERMANY.....	Mainz Hilton	May 30
-BRUSSELS, BELGIUM.....	Plaza	May 31
-AMSTERDAM, HOLLAND.....	Alpha	June 2
COVENTRY, ENGLAND.....	Leofric	June 4
BATH, ENGLAND.....	Francis	June 5
-LONDON, ENGLAND.....	Royal Lancaster	June 6

It is the responsibility of each participant to enquire for his own mail and to leave a forwarding address, if desired. Should it be necessary to change any of the hotels, participants will be advised as far in advance as possible.

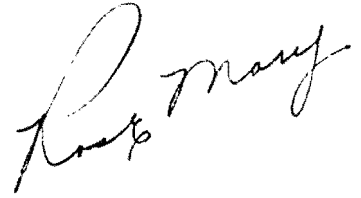
December 29, 1971

MEMORANDUM FOR:

David Parker

FROM:

Rose Mary Woods

A handwritten signature in cursive script, reading "Rose Mary Woods". The signature is written in dark ink and is positioned to the right of the typed name "Rose Mary Woods".

The suggestion in your memorandum of December 23rd concerning the Mayor of Philadelphia should be forgotten. I have had my talk with Walter Annenberg and will tell Bob Haldeman about it.

Thanks.