

FOOT-NOTES ON THE OPPORTUNITIES OF THE WHITE HOUSE IN THE POLITICAL BATTLES
OF 1948



A close study of the political scene and continuous liaison information from abroad combine to shed the following light on the opportunities and the needs of The Presidency during the next hectic months:

(a) Once again, The Voice of America has turned out to be the personal voice of the President of the United States.

The rest of the political scene is one unholy, confused cacophony of Democrats and Republicans and Wallaceites speaking with rabid and self contradictory tongues.

The Presidency possesses the only platform authoritative and creative enough to be of political and spiritual significance in the chaos of 1948.

That opportunity must be used with imagination, planned direction and forcefulness.

The political and international situation calls for a continuous and creative persistence in the utterances of the President of the United States. The world needs direction, America needs guidance: The focus is the White House.

(b) The President is surrounded with so many advisors lacking in imagination or lacking in intellectual or political integrity, that Mr. Truman from here out might find it to the country's and his own advantage to rest his case upon

- (1) his own personal moral and political acumen,
- (2) on the private and honest advice of a White House political and international intelligence,

which will remain anonymous and above

which will remain anonymous and, therefore, unknown
to all regular and official channels of advice and
pressure.

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(c) In terms of helpfulness, the members of the President's official family who are of real service to the Presidency and who have retained the respect of Congress: Here are the names, listed according to their standing with the Hill:

1. Truly helpful and widely respected:

Mr. Snyder
Mr. Nourse
Mr. Finletter
Mr. Clinton Anderson (in part)
Mr. Harriman (in part)



2. Highly respected, but not convincing:

Mr. Marshall
Mr. Tom Clark

3. Respected, but politically irrelevant:

Mr. Krug
Mr. Schwollenbach
Mr. Lovett

4. Politically harmful:

Mr. Forrestal
Mr. George Kennan

(d) So many issues of the day are now so partisan and so hot, that the Presidency may find it helpful to have the cool and courageous advice of an inside White House intelligence, which is as American as it is objective.

- Examples:
- (1) Palestine: and the Zionist pressure (as different from American Jewry)
 - (2) The Marshall Plan: and the growing anti-Vandenberg feeling among the House Republicans.
 - (3) The Wallace Crusade: and the inefficiency of The Democratic National Committee in meeting it.
 - (4) The Southern Democrats: and objective information of what really goes on on the inside.
 - (5) The Republican Civil War: and who is really running

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(e) Mr. Truman's Reelection:

The President is the maker of his own political destiny.

The President can give himself a good headline a day.

The President must dramatize the political values and verities
he stands for by making them concrete and personal.

Criticism of the Presidential speeches over the last months:

- (1) They have been too long, too abstract and too futuristic.
- (2) They have talked of too many things at one time.
- (3) They have been too impersonal and lacked political punch
and humor.

Suggestions for Presidential speeches in an Election year:

- (1) The American people will follow a prophetic, personal voice.
- (2) The American people do not care about a professor's approach.
- (3) These are days of basic issues, therefore of person-to-person talk.
- (4) The average fellow wants to know what is going to happen to him
and his family.
- (5) The average fellow is exceptionally good at political intuition.
He would accept the challenge of a fellow believer and fellow
citizens.
- (6) The listener wants to hear about one thing at one time.
- (7) Since the basic issues are great issues, they can be told in
monosyllable language.
- (8) Since the White House itself is a greater platform than any
Democratic Program can ever become, the President can from here
on drive the Republicans and the Wallaceites on the defensive -
and keep them there
- (9) Above all, this is a time for spiritual greatness, so please



remember that the average citizen today hungers for true courage
and political statesmanship.