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4	15	5/21/1971	☐	Campaign	Letter	Letter from Dr. R.R. Spitzer to Colson re: electoral appeal to farm/agricultural vote and Spitzer's potential campaign role in this area. 4 pgs.

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DR. R. R. SPITZER
PRESIDENT AND GENERAL MANAGER

May 21, 1971

Call Whitaker + Spitzer

Personal and Confidential

Mr. Chuck Colson
Mr. John Whitaker
Office of the White House
Washington, D.C.

Unless a visible and sincere effort is made through a leader who rural America relates to and is willing to place their confidence in, the election is lost in 1972.

Warning signs have been around for some time and certainly election '70, Congressman Scherle's comments and other signs in the country point that we are not winning the country!

Please reread my analysis of April. This analysis confirmed your and John Whitaker's intelligent appraisal of "political rural America", Spring '71.

It now appears to me that the flak of the moment has diverted us. You are looking and reacting to a symptom rather than facing up to causes and facts of the total picture.

It might be simplest to give in to a single person or group at this point. But, it could lose the big battle...the election '72. Incidentally, a quiet check of a few Farm Bureau State leaders reveals that they "know nothing about Roger's stand!"

I do appreciate Roger's concern about being "over looked." But I would remind you that our entire national agricultural committee, for all practical purposes, had been overlooked. Yet we understand priorities, a Democrat Congress and our loyalty 'til now has not wavered.

You are forgetting the farm vote is more than farmers. It includes all who are involved in the

agricultural economy. Please don't be mislead by one who's definition at this moment of agriculture is not including the broad picture.

The middle road on some decisions might work. But rural America "has had it."

Please, read the attached Chicago Tribune editorial ...our friends!

Are you ready to make the one logical move which would start the road back? Delaying action will serve to further crumble and erode the confidence of rural America in the Nixon administration.

Some of us have been trying to get across the message for two and one-half years! Our cause is lost unless there is:

1. A Secretary of Agriculture who rural folks accept as "their man."

2. A highly visible White House rural leader who comes out strong for the little guy, for Main Street, for farmers, for the <u>total</u> agricultural picture.

3. Planned and coordinated work with Citizens for Nixon and the Republican National Committee.

Chuck and John, you folks called me "on behalf of the President." I responded after real personal and business decisions only because <u>the job needs to be done</u>.

Don't feel that you must offer me another job. I don't need a job. While I'm grateful, in neither government role you suggest could I <u>really help</u> the President accomplish the big task.

1. There are many qualified men who can handle the Tariff Commission job.

2. To serve as Assistant Secretary or Under Secretary of Agriculture in the present climate would be an exercise without effectiveness on behalf of President Nixon.

3. As rural campaign leader again for '72, I can help. But this assignment will be next to impossible without first reselling the administration that "Nixon's for Farmers." This can only be done at White House and USDA level.

I have arranged my affairs to help you do a job, to help re-elect Mr. Nixon. There are only two positions that will allow this...1) Special Advisor to President, Rural Affairs, etc. or 2) Secretary of Agriculture.

Let me sit down with President Nixon, John Mitchell, Senator Dole, yourselves, (possibly also Hyde Murray, Harry Dent, Bryce Harlow, Rogers Morton). Let's really look at this vital rural political picture from the eyes of a broad agriculture and with the information that our national agricultural committee offers.

I have never had a person-to-person visit, of this small group type, with the man for whom I've worked four years and more. I appreciate that your job is to advise and protect. My motive is to help save.

We'd end with forward strategy after we've discussed the facts as it is in the country.

Our original team is still intact. But frankly this latest further delay threatens to destroy what AB Hermann says was "the best agricultural political team ever fielded by the Republican Party." My phone and mail signals such an erosion. Today one of our '68 leaders stated this, "Bob, my good friend, it becomes more obvious each time I hang up my phone after talking to one of those who helped lead the agricultural charge in 1968 (and these kind of calls have been growing of late) that rural America is indeed losing its once proud confidence in Mr. Nixon -- not by choice, but through a breakdown in the trust they've had in Mr. Nixon. Caused not by any specific action Mr. Nixon has taken but for lack of any action at all. This cannot go on if Mr. Nixon hopes to harvest any support from these people."

For all practical purposes, as of now, you don't have the farm vote. We do still have the rural, agricultural, Main Street, and "little guy" vote. But we are going to blow this, too, unless you follow the dictates of your careful analysis of six weeks ago.

Let's win in '72
with agriculture
for Nixon

Bob

RRS:ch

Encl.

. . . standing by and ready to help.