Richard Nixon Presidential Library
Contested Materials Collection
Folder List

Box Number	Folder Number	Document Date	No Date	Subject	Document Type	Document Description
8	27	1/5/1973	☐	Domestic Policy	Memo	From Maurice Stans to RN RE: Republican finances in California. Handwritten note added by unknown. 1 pg.
8	27	11/27/1972	☐	Domestic Policy	Letter	From Nofziger to Haldeman RE: the future of the Republican Party. 2 pgs.
8	27	11/27/1972	☐	Domestic Policy	Other Document	Envelope from the California Committee for the Re-election of the President to Haldeman. 1 pg.
8	27		☑	Campaign	Other Document	Document appraising the effectiveness of various campaign polling outlets and related companies. 2 pgs.

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January 5, 1973

MAURICE H. STANS
CHAIRMAN

MEMORANDUM FOR: THE PRESIDENT

FROM: MAURICE H. STANS

I received several requests for financial assistance to the Cali-
fornia State Republican Committee; in particular, Gordon Luce, who
is the new State Republican Chairman, wrote to John Mitchell, and
I answered his letter saying that I didn't see any basis on which I
could give funds of our Re-Election Committee for their purposes.
A copy of that correspondence is attached.

Before my letter arrived in California, Governor Reagan phoned me
with an appeal for money. I told him:

1. that I felt we needed all the funds until we determined
   what our liabilities and costs were with all the litiga-
   tion and contingencies that we are confronted with;

2. that legally I doubted whether our Committee could send
   money for the purposes of the California Committee;

3. that if we started this with one state we would have
   forty-nine other requests; and

4. that we have made a decision not to use any of our
   potential surplus for at least six months for any
   purpose.

I know that you are likely to hear from him directly, and I want you
to be forewarned. It seems to me that what is really needed is a
solid financial effort in California to raise money, and that if this
is done there will be plenty of money available.

Reagan asked me whether we could make a loan for a period of time if
we could not make a grant. I told him I would check this out with
counsel, but my feeling is that this is as undesirable as sending
the money outright. Certainly we could never expect to get it back.

I will be glad to have your guidance.

Maurice H. Stans

Enclosure

cc: The Honorable H. R. Haldeman

California Committee
for the Re-election
of the President 1670 WILSHIRE BOULEVARD, LOS ANGELES, CALIFORNIA 90017 (213) 484-1330

November 27, 1972

Mr. H. R. Haldeman
Assistant to the President
The White House
Washington, D.C. 20500

Dear Bob:

The reason for writing this is two-fold.

One--just a general wrap-up. You know the results. In addition, I
think we came out of this with a unified party which will last until
all our friends begin running for office. Nevertheless, we had many
outstanding people in this campaign at both staff and volunteer levels.
Some are seeking jobs; some are seeking positions. I am sending resumes
and letters to Malek. It will be most helpful if we are able to reward
some of those who are competent and who worked hard for the President.

Incidentally, I am not among the job-seekers. Since there are only a
couple I am interested in and since they either are filled or are spoken
for, I have decided to stay in California.

Bob, this is not sour grapes. The President's victory and the subsequent
success of his Administration and the Republican Party were and are very
important to me, and, if I can be of help or service from California, I
certainly want to be. My 3 1/2 years of being involved in one way or
another on the President's behalf have been the most satisfying of my
life.

Which brings me to number two:

I do not believe you can build the party through organization until you
have enough people to organize. All we've done in my lifetime is continue
to organize a minority and then pray that the majority will look kindly
on our candidates. It hasn't worked. We still need to create a lasting
majority. The President's victory is certainly one giant step for the
party. But it needs to be capitalized on and that can only be done
through an on-going propaganda program.

And that is what I urge. For the next four years, for God's sake, don't run out and draft new--or rephrase old--plans for registration. Instead build a propaganda machine that not only says Dick Nixon is great, but also says the Republican Party is great and Democrats are bad, evil and not to be trusted. The President can either do down as the man who made the Republican Party the majority party or he can go down as the only President who operated for eight years with a minority Congress and as the leader of a minority party.

The President is popular now because of his success in foreign affairs and because he is compared to McGovern. But the people forget quickly if you let them. Besides that, foreign affairs are a hell of a lot more ephemeral than domestic affairs. Roosevelt built the Democrat Party by appealing to the self-interest of the average man and by convincing the average man that the Republicans are the party of special interests. Somehow we have to do the same. I earnestly hope that a major effort is devoted to this all during the next four years.

Sincerely,

Lyn Nofziger
Executive Director

California Committee
for the Re-election
of the President

Mr. H. R. Haldeman
Assistant to the President
The White House
Washngton, D.C.   20500

The performance of each vendor is appraised:

CompuGraphics is headed by Terry McCarthy and has close ties with the Cuyahoga County Republican organization through William Bennett. This firm maintains the Cuyahoga County Voter Lists. This firm performed very poorly and should not be considered for any future business. They underestimated the jobs and did not have the technical management talent to accomplish the tasks. One of the Committee's staff was sent to Cleveland to direct the project.

C. Howard Wilson Company is headed by C. Howard Wilson. This company also did a very poor job. Data was in many cases 30 or more days late. Failure to check outputs for correct precinct structure in California caused numerous re-runs, cost the Committee more than $10,000 and delayed delivery of a usable product more than four weeks in some areas. Technical management was poor. Mr. Wilson left the project to attend to other business. Numerous counties had to be removed from Wilson and given to other vendors because of his poor performance. One of the Committee's staff was sent to California to direct the project.

Although Premier Printing and Mailing had responsibility for only one county, Harris County, they were unable to perform the job and the county was sent to another vendor for conversion. This firm is operating in the dark ages of automation and should not be considered for any work of this type.

Ed Nichols Associates is headed by Edward Nichols and performed creditably for the Committee. Most of the work which was taken from other vendors was sent to Nichols. As the volume of work increased, the quality of the output went down. Nichols was not sufficiently staffed to handle the greater volumes. Second, Nichols made certain promises to Pennsylvania Republicans to allow them access to the data in exchange for their cooperation in obtaining the source data. This was done without Committee approval and against his specific instructions.

A.R.A.P. converted the data for New Jersey and wrote the Committee's edit programs. They subcontracted all programming and computer work to Automated Data Research (ADR), also of Princeton. The A.R.A.P. group was headed by Evan Gray and the ADR programmer was Robert Wickendon. Because A.R.A.P. subcontracted all programming, it is difficult to assess that aspect. However, the technical management at A.R.A.P. was not good. Wickendon was the only person who understood their software. After the last shipment, Wickendon left for a prolonged vacation and no one was available for more than two weeks to correct several problems that developed in their last shipment.

Cambridge Opinion Studies converted voter data for Connecticut. The project was headed by Richard Hochhauser. All the work was from hard copy source data. A major error was made in the position of the telephone number, which caused only the first six digits to be shown on manuscripts. Cambridge regenerated these lists for each one affected.

Cohasset Associates is headed by Bob Williams. All work was done on a subcontract basis. Work was delivered on time. The only complaint is that Williams does not stand behind his work. When errors were detected in pre-cincting the data, causing a re-run, Williams originally agreed to cover the cost of correcting the error and regenerating the manuscript. He later reneged on this agreement.

One other vendor was used during the primary -- Compass Systems of San Diego, California. Compass was contracted to convert California data for the primary election. Tom Hoefeller was Project Manager. The firm did a very poor job -- delivering data for only 20 of the 31 counties required.

In summary, no firm which converted voter registration data did an out-standing job. Some, such as CompuGraphics, Wilson and Premier, did extremely poor jobs and should not be used in the future. Others, such as Nichols, Cohasset, A.R.A.P. and Cambridge did average jobs. In choosing any firm, three criteria must be weighed: technical experience, sufficient manpower and political backing. The greatest single fault with all of the firms with which we dealt was lack of technical management and lack of sufficient resources to do the job. It appears that the companies with political ex-perience in data processing are so small that they lack the means to do the job properly. Similarly, the larger firms, such as UCC, do not have the political experience to handle the jobs.

DATA EDIT AND STANDARDIZATION

A standard computer edit program was developed and supplied to each of the state vendors and to UCC. The purpose of this program was to validate the data in the original county files prior to submission to UCC. The edit was designed to be run as a final processing step by the state vendors after all data had been converted into the standard format. It was also to be run by UCC to validate that the correct data has been submitted by the state vendor. The edit program was designed to validate input data, not correct errors. Thus, it was designed to display real or potential problems for manual checking rather than attempting to correct them.

The edit routine consisted of the following:

1. A set of error-checking sub-routines

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