

Richard Nixon Presidential Library
 Contested Materials Collection
 Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
15	4	10/23/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Malek RE: the ineffective Rochester, New York branch of the Committee to Re-Elect the President. 1 pg.
15	4	10/12/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Magruder RE: times to run a defense television spot in Massachusetts. 1 pg.
15	4	10/12/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Magruder RE: celebrity support for RN and an Election Night Program. 1 pg.
15	4	10/6/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from Raymond Caldiero, through Magruder, to MacGregor RE: celebrity activity in October. Handwritten note on original added by unknown. List of film celebrity events attached. 4 pgs.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
15	4	10/10/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Malek RE: the political climate of various cities in Massachusetts. 1 pg.
15	4	10/10/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Bob Morgan RE: a Get-Out-the-Vote telegram program. Copy of a form letter telegram, with handwritten notes added by unknown, attached. 2 pgs.
15	4	10/9/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Magruder RE: changing the by-line on campaign advertising. 1 pg.
15	4	10/3/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Magruder RE: changing the by-line in positive campaign advertising. 1 pg.
15	4	10/9/1972	<input type="checkbox"/>	White House Staff	Memo	From Strachan to Magruder RE: arrangements for a White House staff meeting. 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
15	4	10/5/1972	<input type="checkbox"/>	White House Staff	Memo	From Higby to Chapin RE: showing campaign commercials to various White House staffers. Handwritten notes added by various unknown parties. 1 pg.
15	4	10/9/1972	<input type="checkbox"/>	White House Staff	Memo	From Strachan to Magruder RE: arrangements for a White House staff meeting. 1 pg.
15	4	10/9/1972	<input type="checkbox"/>	White House Staff	Memo	From Strachan to Magruder RE: arrangements for a White House staff meeting. 1 pg.
15	4	10/9/1972	<input type="checkbox"/>	White House Staff	Memo	From Strachan to Magruder RE: arrangements for a White House staff meeting. 1 pg.
15	4	10/4/1972	<input type="checkbox"/>	Campaign	Memo	From MacGregor to Haldeman RE: a recent statement made by Clawson concerning the Democrats for Nixon. 1 pg.

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15	4	10/6/1972	<input type="checkbox"/>	White House Staff	Memo	From Strachan to Magruder RE: a previous memo from MacGregor to Haldeman. 1 pg.
15	4	10/6/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Magruder RE: the revision of "Get Out the Vote" telegrams. 1 pg.
15	4	10/3/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Magruder RE: the by-line of positive campaign materials. 1 pg.
15	4	10/2/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Magruder RE: an analysis of the celebrities lined up to support RN through September. Copy of memo from Caldiero, marked up by Higby, and celebrity schedule attached. 4 pgs.
15	4	10/7/1972	<input type="checkbox"/>	White House Staff	Memo	From Strachan to Odle RE: an attached bill from the Four Seasons. Copy of bill attached. 2 pgs.

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15	4	10/28/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Bob Reisner RE: an attached offer to advertise in Los Angeles. 1 pg.
15	4	10/18/1972	<input type="checkbox"/>	Campaign	Letter	Copy of a letter from Arthur Spitzer to RN RE: an offer to run a full page pro-RN advertisement in a newspaper. Handwritten notes on original added by unknown. 1 pg.
15	4	10/10/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan for "The Record" presenting notes on a meeting with Haldeman, Dailey, and Chapin on campaign advertisements. Notes from the meeting attached. 8 pgs.
15	4	10/6/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: recent changes to campaign advertisements. Handwritten notes added by multiple unknown parties. 1 pg.
15	4	10/25/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Safire RE: a memo from Safire to Haldeman. 1 pg.

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15	4	10/21/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: Safire's recommendation to reprint an entire RN radio address in the "New York Times." Handwritten note added by Haldeman. 1 pg.
15	4	10/25/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Stans RE: advertisements involving Tom Kuchel in California. 1 pg.
15	4	10/21/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from Strachan to Haldeman RE: whether or not to run Kuchel advertisements in California. Handwritten note added on original by Haldeman. 1 pg.
15	4	10/19/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: the idea of Kuchel campaigning for RN in California. Handwritten notes added by unknown. 1 pg.
15	4	10/19/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from Higby to Chapin RE: Kuchel's role in the 1972 campaign. 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
15	4	10/30/1972	<input type="checkbox"/>	Campaign	Other Document	Talking paper for John Connally generated by Strachan revolving around Buchanan's Democrats for Nixon Strategy. 1 pg.
15	4	10/13/1972	<input type="checkbox"/>	Campaign	Other Document	Talking paper for a political meeting generated by Strachan RE: Buchanan and the "Washington Post." 1 pg.
15	4	10/6/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Teeter RE: "Rolling Wave Polls." 1 pg.
15	4	10/6/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Timmons RE: Congressional endorsement letters. 1 pg.
15	4	10/5/1972	<input type="checkbox"/>	Campaign	Memo	Talking paper on the Get Out the Vote telegram program generated by Strachan. 2 pgs.

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15	4	10/6/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Whitaker RE: Nofziger and the California Poultry Association. 1 pg.
15	4	10/3/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Nofziger RE: an attached document. 1 pg.
15	4	9/28/1972	<input type="checkbox"/>	Domestic Policy	Report	California Poultry Association report on the condition of the poultry industry in that state. 6 pgs.

ADMINISTRATIVELY CONFIDENTIAL

October 23, 1972

MEMORANDUM FOR:

FRED MALEK

FROM:

GORDON STRACHAN

SUBJECT:

Rochester

I have learned that one of the weakest organizations in New York for the Committee to Re-Elect the President is in Rochester. Apparently, the problem is not just the man at the top but the entire organization.

GS/jb

Bcc: Ed Cox file

ADMINISTRATIVELY CONFIDENTIAL

October 12, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

Defense Spot

In light of our discussion on October 9 regarding Dailey's memo about purchasing local television time in Massachusetts for the Defense spot, would you please advise me when the Defense spot will be run in Massachusetts?

GS/jb
FU - 10/16

ADMINISTRATIVELY CONFIDENTIAL

October 12, 1972

MEMORANDUM FOR: JEB MAGRUDER
FROM: GORDON STRACHAN
SUBJECT: Election Night Program

The October 6th Ray Caldiero memo on celebrity activity has been read and only one concern expressed. That concerns page 2, paragraph 5, Election Night Program, in which Caldiero discussed the plans to bring top celebrities to be used for alternate TV programming. It was noted that, "Don't con them into thinking they're playing for the President". Will you cover this with Ray and advise me of the results?

GS/jb

FU- 10/16

L

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333-0920

October 6, 1972

MEMORANDUM FOR: MR. CLARK MAC GREGOR
THROUGH: JEB S. MAGRUDER
FROM: RAYMOND CALDIERO *Ray C.*
SUBJECT: CELEBRITY ACTIVITY

As requested, the attached represents the celebrity activity for the month of October as of October 3, 1972.

In addition, plans are being formulated to utilize the celebrities in the following additional activities:

- 1) October 28, 1972 - "Get out the Vote Kick-off" in all Key States
- 2) Three major youth shows:
October 20, 1972 - Chicago
October 24, 1972 - Los Angeles
October 29, 1972 - Washington, D. C.

These shows will be patterned after the Miami Marine Stadium Rally at the Convention, and will be produced by Mike Viner from MGM, under the auspices of our newly created division: "Performers for the President".

- 3) October 12, 1972 - Entertainment for Presidential arrival in Atlanta, Georgia. Currently set for entertainment in four key locations along Presidential motorcade route are:
-- Tommy Roe & Band (for teenage attraction)
-- The Tams (for Black attraction)
-- The Classics Four (for 21 - 35 attraction)
-- The Atlanta Rhythm Section (tentative)

- 4) Celebrity Media Plan - We are implementing a media plan for all of our celebrities utilizing television, radio, talk shows, newspaper interviews, etc. News releases and press conferences will be set up for our "Big Names" toward the end of the month.
- 5) Election Night Program - Planning on bringing to Washington approximately ten (10) of our top celebrities to be used for alternate T.V. programming, as well as to participate in a Star Studded Show. Current thinking for entertainment for the evening: Lionel Hampton, Pete Fountain, Rock Band, Local Dixieland Band, Sonny & Cher, "The Carpenters", plus ... (Planning and idea stage only).

Attachment

*Don't con them
into thinking they're
playing for P.*

FIRM CELEBRITY EVENTS AS OF 5:00 P.M., OCTOBER 3, 1972

<u>Date</u>	<u>Event</u>	<u>Celebrities</u>
October 5	Annual 19th Ward Fund Raising Dinner Chicago, Illinois	Cesar Romero
6	Older American Forum Fund Raising Luncheon San Francisco, California	Milton Berle
7	CREP Fund Raising Dinner New Orleans, Louisiana	Lainie Kazan
7/8	Two Day CREP Outdoor Fund Raising Event St. Louis, Missouri (Lee Hunter Farm)	Bob Sterling Jane Russell Buzz Aldrin Anne Jefferies Arlene Dahl Dale Robertson Bob Cummings
8	Gathering of Republicans in Wolf Pond Park Staten Island, New York	Erik Blythe Clare Manley Bonnie Murray
8	Columbus Day '72 Italian-American Dinner Washington, D. C.	Connie Francis
9	Orange County CREP Fund Raising Dinner & Show	Vice President Agnew John Wayne Glenn Ford Jimmy Stewart Ava Gabor Rosalind Russell Foster Brooks Lainie Kazan Wiere Brothers Scat Man Crothers
10	Cocktail Booster Party New York, New York	Julia Mead Dina Merrill
12	Presidential and Statewide GOP Rally and Fund Raising Dinner Macon, Georgia	June Allyson

<u>Date</u>	<u>Event</u>	<u>Celebrities</u>
Oct. 13	National Republican Heritage Group Council Cocktail Party Chicago, Illinois	Jane Powell
13/14/15	Young Voters for the President Campus Tour Lincoln, Omaha, Grand Island & Beatrice, Nebr.	Maureen Reagan Chris Connelly
14	RNC Supported Bob Price for Re-election Fund Raising Barbecue Amarillo, Texas	Mike Landon
15	CREP Evening of Entertainment Midland Michigan	Pat Boone
15-21	CREP Spanish Speaking Blitz Dallas, Texas	Lita Baron
17/18	Dinah Shore Show Los Angeles, California	Rosalind Russell
23	Italian-American Fund Raising Dinner Boston, Massachusetts	Connie Francis
24	Vanderburgh County Republican Central Committee Fund Raising Dinner Evansville, Indiana	Jimmy Stewart
24	CREP & Republican State Central Committee Fund Raising Dinner Des Moines, Iowa	Meredith Wilson

ADMINISTRATIVELY CONFIDENTIAL

October 10, 1972

MEMORANDUM FOR: FRED MALEK
FROM: GORDON STRACHAN
SUBJECT: Western Massachusetts
and New York

I have learned that in western Massachusetts the President has a particularly good chance. Apparently, the Democratic Congressman Boland is really for the President and has no Republican opponent. He won't come out publicly for the President but his organization can help us. Also, there's a liberal Republican Congressional candidate by the name of Conte who has an excellent personal organization. If Conte were approached right, his personal organization could be used for the benefit of the President.

Apparently, Springfield, Massachusetts has no computer printouts.

In Westover, Massachusetts, the local organization is pushing for a visit by Agnew. Apparently, it is an area of Democrats but Roman Catholic and conservative. You may want to check into the political value of Agnew going into this area of Massachusetts.

Reports indicate that the buttons and bumper sticker problems are being resolved in Boston and Kings County, New York. However, Kings County, New York is still complaining about needing literature.

GS/jb
FU - 10/13

ADMINISTRATIVELY CONFIDENTIAL

October 10, 1972

MEMORANDUM FOR: BOB MORGAN
FROM: GORDON STRACHAN
SUBJECT: Get-Out-the-Vote Telegram

To confirm our conversation, the attached telegram marked "A per GS" is the text and format that should be used for the Get-Out-the-Vote telegram program. It has three paragraphs, single-spaced, with the approved text.

After you have implemented the mechanical changes, including incurring whatever additional costs are necessary to assure delivery on November 2, would you give me a brief, updated report of the number of telegrams, the type of addressee, and the probable time of delivery. Also, check with Magruder regarding the press plan on these telegrams.

Thank you.

cc:cfab Magruder
Bob Reisner

FU - 10/13

TELEGRAM

Ⓐ
per GS

NAME
ADDRESS
CITY, STATE

ON NOVEMBER 7 THE PEOPLE OF AMERICA WILL MAKE ONE OF THE MOST IMPORTANT DECISIONS IN OUR HISTORY, A DECISION THAT WILL DETERMINE THE FUTURE OF OUR NATION AND OF THE WORLD FOR GENERATIONS TO COME. I AM SENDING YOU THIS PERSONAL MESSAGE TO URGE YOU TO PARTICIPATE IN THAT DECISION BY CASTING YOUR VOTE ON ELECTION DAY.

OUR GOAL IS TO HAVE THE BIGGEST VOTER TURNOUT IN AMERICAN HISTORY ON NOVEMBER 7. YOUR VOTE CAN HELP ACHIEVE THAT GOAL SO THAT THE RESULT OF THIS ELECTION WILL REFLECT THE VIEWS OF A CLEAR MAJORITY OF ALL AMERICANS ELIGIBLE TO VOTE.

MRS. NIXON JOINS ME IN SENDING OUR BEST WISHES TO YOU AND YOUR FAMILY,

RICHARD NIXON

ADMINISTRATIVELY CONFIDENTIAL

October 9, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

Advertising By-Line

In light of the discussion at the Budget Meeting today that Stans had no objections to changing the by-line on the advertising from "Finance Committee for the Re-Election of the President" to the regular CRP, would you advise me as soon as you have legal clearance to do this? In light of the advertising schedule this week, it probably should be done quite quickly. Also, as Bob indicated to Peter on Saturday that he favored the color by-line rather than the black and white by-line, now would be an especially good time to change.

Jeb, would you let me know on this on Wednesday, October 11?

cc: Peter Dailey

GS/jb
FU - 10/11

ADMINISTRATIVELY CONFIDENTIAL

October 3, 1972

~~10/10~~
10/12

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

Advertising By-Line

An interesting suggestion has been made regarding the by-line that appears at the bottom of our positive ads. Why do we have to say the Finance Committee for the Re-Election of the President? That just promotes the big money aspect. Why can't we use just the regular Committee for the Re-Election of the President or one of the other media Committees that doesn't use the word Finance? If you notice, McGovern's spots do not use a Finance Committee.

Jeb, would you let me know as soon as possible on this?

cc: Peter Dailey

GS/jb
FU - 10/6

ADMINISTRATIVELY CONFIDENTIAL

October 9, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

Advertising for White
House Staff

Pursuant to our conversation today, let's target the showing of the campaign advertising material for the White House Staff on Thursday, after the President leaves for Atlanta. Alex would not open the meeting, so presumably you would and introduce Peter Dailey. Will you work with Alex in making the arrangements?

Thank you.

cc: Peter Dailey
Bruce Kehrl
Alex Butterfield

GS/jb

Alex

THE WHITE HOUSE
WASHINGTON

October 5, 1972

MEMORANDUM FOR: DWIGHT CHAPIN
FROM: L. HIGBY

✓
Good
could
be arranged
showing.
C

I talked over with Bob the idea of our people seeing the commercials -- those who haven't seen them. He said "That's fine. Go ahead and set up a showing." I then mentioned to him the possibility of a staff meeting at which some points would be made. He said he would like an outline of what specific points we had in mind before proceeding with locking anything like that in.

↑
was just
an idea -
probably no
need!

Alex 10/9 - on
Tues w/P.
in atl.

ADMINISTRATIVELY CONFIDENTIAL

October 9, 1972

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FROM:

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Thank you.

cc: Peter Dailey
Bruce Kehrli
Alex Butterfield

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

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Thank you.

cc: Peter Dailey
Bruce Kehrli
Alex Butterfield

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

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Thank you.

cc: Peter Dailey
Bruce Kehrli
Alex Butterfield

GS/jb

Committee for the Re-election of the President

October 4, 1972

MEMORANDUM

MEMORANDUM FOR: MR. H. R. HALDEMAN
FROM: CLARK MacGREGOR *CM*
SUBJECT: Public Discussion of Advertising

Ken Clawson's recent statement to the press on Democrats for Nixon advertising was unfortunate. For, as you know, an important aspect of our campaign strategy has been to position the Democrats for Nixon organization as a separate, independent entity. Unauthorized statements such as this undermine the effectiveness of this strategy.

To avoid this problem in the future, Jeb Magruder (or Clark MacGregor) and Peter Dailey will clear all statements on CRP or Democrats for Nixon advertising whether emanating from the DFN, CRP or the White House. After a statement is cleared, we can then designate an appropriate spokesman. I will notify John Connally of this policy and would appreciate it if you would ensure the White House staff is informed.

ADMINISTRATIVELY CONFIDENTIAL

October 6, 1972

MEMORANDUM FOR: JEB MAGRUDER
FROM: GORDON STRACHAN
SUBJECT: MacGregor Memorandum to
Haldeman on Advertising

In light of our discussion, I am returning the Clark MacGregor October 4 memorandum to Bob regarding public discussion of advertising. As you indicated, this matter has already been handled here at the White House in light of the Sperling breakfast flap three weeks ago.

GS/jb
FU - 10/10

ADMINISTRATIVELY CONFIDENTIAL

October 6, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

"Get Out the Vote" Telegram

To confirm our conversation this morning, the "Get Out the Vote" telegrams are to be held. They are not currently acceptable. It has not been decided whether they will be signed by the President. They are currently being re-done.

GS/jb
FU - 10/10

ADMINISTRATIVELY CONFIDENTIAL

October 3, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

Advertising By-Line

An interesting suggestion has been made regarding the by-line that appears at the bottom of our positive ads. Why do we have to say the Finance Committee for the Re-Election of the President? That just promotes the big money aspect. Why can't we use just the regular Committee for the Re-Election of the President or one of the other media Committees that doesn't use the word Finance? If you notice, McGovern's spots do not use a Finance Committee.

Jeb, would you let me know as soon as possible on this?

cc: Peter Dailey

GS/jb
FU - 10/6

ADMINISTRATIVELY CONFIDENTIAL

October 2, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

Celebrities

A review of the Celebrity schedule through September (copy attached) indicates that we're really not doing that well with Caldiero's program as we had all hoped. Will you please get into this project personally, work with Ray, see how it can be beefed up, and let me know?

GS/jb
FU - 10/5

Committee
for the Re-election
of the President

LMS

FOR: _____

~~James Madison~~

FROM: *My Citizens*

- Take necessary action
- Approval or signature
- Comment
- Prepare reply
- Discuss with me
- For your information
- See remarks below

DATE: *9/14*

REMARKS:

Not really very good

L

Committee for the Re-election of the President

MEMORANDUM

September 14, 1972

CELEBRITIES SCHEDULE THROUGH SEPTEMBER

- Sept. 15 Artesia, Calif. - Headquarters Opening - Johnny Grant
- Pacific Palisades, Calif. - Pacific Palisades Republican
Women's Dinner - Elizabeth Baur and Mr. & Mrs. A.J.
Carothers
- Canoga Park, Calif. - Hughes Aircraft, Noon Rally -
Jock Mahoney
- Sept. 16 Orange County, Calif. - Canvass Kick-Off - Anne Jeffrey
and Bob Sterling
- West L.A., Calif. - Fund-Raising Barbeque - Mike Landon
- Little Rock, Arkansas - Fund-Raising for Winthrop
Rockefeller and President - Art Linkletter
- Bush Gardens, Calif. - Campaign Kick-Off for Barry
Goldwater, Jr. - not filled.
- L.A., Calif. - Press Announcement of Athletes
Committee for the President - Johnny Grant.
- Sept. 17 Burbank, Calif. - NBC-TV Sunday Show - Art Linkletter
- Balboa Bay Club, Nixon Boat Parade - Gary Collins,
Mary Ann Mobley, Darlene Pool, Rich Little, Mamie
van Doren, Buddy Ebsen, John Wayne, Lita Baron, George
Burns, Desi Arnaz, Ray Bolger, Glen Ford, Hugh O'Brien,
Pamela Powell, Mike Landon, Chad & Shalby Everett,
Freddy Martin, Foster Brooks, Rhonda Flemming.
- Sept. 19 Beverly Hills, Calif. - Beverly Hills Chamber of Commerce
Breakfast - Ruta Lee.
- Sept. 20 Ventura County, Calif. - Ventura County Federation of
Republican Women - not filled.
- L.A., Calif. - Fund-Raiser to support the President -
not filled

Sept. 21 Delaware, Ohio - Delaware County Fairgrounds Young Voters for the President Booth - not filled.

Bell Gardens, Calif. - Motorcade Parade and Rally - Johnny Grant, Jock Mahoney

Sept. 22 L.A., Calif. - Las Feliz Federation of Republican Women Fund-Raising Dinner - Tom Kennedy (tentative)

Sept. 23 Delaware County, Pennsylvania - Fund-Raising Picnic - not filled.

Wilmington, Delaware - Young Voters Registration Rally - not filled.

Huntington Harbor, Calif. - Huntington Harbor Republican Women's Club Fund-Raising Dinner - not filled.

San Diego, Calif. - Public Rally - not filled.

North Ridge, Calif. - Public Rally - not filled.

Sept. 24 Palos Verdes, Calif. - Reception - Pam Powell.

Davis, Calif. - Picnic - not filled.

Sept. 28 Chicago, Illinois - Lloyd Nolan (tentative)

Sept. 30 Beverly Hills, Calif. - Hispanic Finance Committee Fund-Raising Dinner - not filled.

East Windsor, New Jersey - not filled.

Hebbronville, Texas - Public Rally and Barbeque - Desi Arnaz and Jock Mahoney.

ADMINISTRATIVELY CONFIDENTIAL

October 7, 1972

MEMORANDUM FOR:

ROB ODLE

FROM:

GORDON STRACHAN

SUBJECT:

Four Seasons Bill

Pursuant to our conversation today, attached is the Four Seasons bill that you indicated you had Paul Barrick pay. Would you advise me if there are any problems?

GS/jb
FU - 10/12

ADMINISTRATIVELY CONFIDENTIAL

October 28, 1972

MEMORANDUM FOR:

BOB REISNER

FROM:

GORDON STRACHAN

Please advise me of Clark's disposition of this offer to run an ad in Los Angeles.

Thank you.

GS/jb

ARTHUR SPITZER

1011 NO. CRESCENT DRIVE
BEVERLY HILLS, CA. 90210
TELEPHONE 213/274.6155

October 18, 1972

President Richard M. Nixon
The White House
Washington, D. C. 20006

Dear Mr. President:

I am quite a substantial supporter of your reelection, as I was in 1968, and would like to, as an independent individual, place a full page ad stressing the "big lie" technique the Democrats used, as for example, in the 1964 election when they marked Senator Goldwater as a war candidate and Mr. Johnson as the peace candidate. History has proven how tragically wrong they were.

Also, Senator McGovern's recent hammering of full employment and stressing that a peace economy can employ more than a war economy, I would like to point out the way the Democrats killed the SST program, which is a "Peace Plane" and not a war plane, thus creating so many unemployed.

I am sure, Mr. President, that you will, if reelected, see that changing the value of foreign currencies is not a deterrent for export-import balance, but the unemployment rate of the U.S.A. of 5½% vs that in Japan, for example, at nil, are figures which every citizen in this country knows and understands and this figure has to be equalized with foreign trade partners to be of some real value.

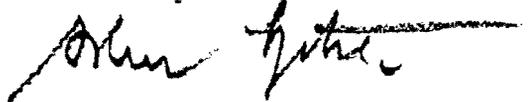
Full employment and lifting the morale in this country - these two points, which are actually related - should be of prime importance after your election.

I had the pleasure of meeting you, Mr. President, in 1966 in your New York law offices and was impressed with your seriousness and quick grasping of the problems facing mankind.

As a foreign born (Eastern European) I came to this country 20 years ago at the age of 40. Experiences and events made me, like many other former Europeans, more sensitive and psychic of people and events. It is, therefore, that your election this year is of such importance to this country and the world at large.

Respectfully yours

Arthur Spitzer



AS/fa
cc Clark MacGregor

THE WHITE HOUSE

WASHINGTON

ADMINISTRATIVELY CONFIDENTIAL

October 10, 1972

MEMORANDUM FOR:

THE RECORD

FROM:

GORDON STRACHAN

S

SUBJECT:

Peter Dailey Meeting
Saturday, October 7

At 9:30 a.m., Bob Haldeman met with Peter Dailey, Dwight Chapin and me to be brought up to date on the campaign advertising. The specific subjects that were to be covered were the 30-minute documentary - "Nixon The Man"; Dailey's budget problems with Stans; the Russia spot; and a complete review of the final versions of the campaign spots.

Amnesty

Bob opened the meeting with a very strong description of his belief that amnesty was a vote-determining issue in states and among groups that the President needed for his re-election. Bob did not accept the thesis that as amnesty was pushed the President lost the support of Youth. He cited the Massachusetts data on amnesty and indicated that although amnesty should not be the subject of a single separate commercial, it should be included in all the Welcome McGovern ads and serve as a replacement in the McGovern attack credibility Turnaround ad.

Peter Dailey apologized for the exclusion of the amnesty clause in the St. Louis Welcome McGovern ad, as he too was under the impression amnesty was included in all newspaper ads. He assured Bob that it would be from now on and that there was no conscious design to exclude amnesty because of a disagreement on policy.

Defense Ad

When Dailey asked whether there was any negative reaction to the New York Times story regarding the Defense ad, Bob assured him that there was none, that in fact Dailey should

promote stories about our advertisements, especially on the Defense and Welfare spots.

Corruption

It is Bob's view that if McGovern were smart he would push the corruption issue with specifics as the only means of overtaking the President.

Budget

Dailey again complained about having his budget cut from 11.2 to 6.2. Bob said that Clark MacGregor was behind Dailey and that Dailey would just have to approach each weekly budget meeting on a week-to-week basis and that MacGregor would continue to push Dailey's view through.

Positive Ads - Atlanta

Chapin raised the possibility of running the China and Russia 5-minute and 60-second spots on local Atlanta TV. Bob concurred even with the Russia spot emphasizing that on local TV it would be OK, but that it was not to appear on network TV.

Nixon The Man Documentary

Bob watched the entire 30-minute version of the Nixon The Man documentary. He thought the much speeded-up cuts to various people were excellent. He also agreed to the suggested deletion and modification of the Russia and Tanya segments. The line regarding the Russian people was OK as was the hard bargaining section. It is Bob's view that the Convention opening should be dropped.

Clark MacGregor Spot

If The Record documentary is to be run with the Clark MacGregor spot, the 1:20, Bob indicated that they should try to blip out the fix time reference of five weeks. He agreed that the second version was better than the first.

Youth Spot

Bob approved the Youth spot but wondered why there was a black and white tag line. Chapin noted that Connally had red and blue and Dailey said he would check Turnaround.

Turnaround Credibility

The issues on the Turnaround ad in order are: Vietnam, pot, \$1,000, tax inheritance and busing. Bob directed Dailey to delete the tax inheritance issue and instead put in amnesty.

The Record - Southern

Bob approved of the Southern version of The Record which had some particularly good comments on the Judges. He also approved of the Western version of The Record.

Youth

Bob was not impressed with the San Clemente 60-second Youth spot.

Mamie Commercial

Dailey ran his version of the Mamie commercial and Chapin ran the Carruthers-prepared version. Bob suggested that the Mamie commercial might be used during the last week at the end of the campaign as a get-out-the-vote mechanism. Also, the slide of the picture of the side of the President.

Byline

The byline for the commercials for the last two weeks of the campaign will read: "President Nixon Needs Your Vote - Now More Than Ever".

Tax Reform 60-second Spot

Bob decided against permitting this spot to be used since we should not be on the defensive.

Nixon The Man - 5 minute

The 5-minute version of Nixon The Man all but destroys the effect of the documentary. All agreed it would probably be best not to use this spot.

Youth Testimonial

Bob thought that the Youth Testimonial was sensational because the sincerity with which the kids hit McGovern was so good.

Bob concluded the meeting by indicating that the strategy now was to have a very large vote - that the pitch in the last few days would be straight, non-partisan, get-out-the-vote material. However, the desirability of a large vote would be checked as we get closer to November 7th.

10/7

Advertising - 9:30

- 1) Jewish Ads
Crisis in MidEast
Jewish Brochure #3
- 12) Nixon The Man - 30 min
Chapin problems
- 13) Budget
Bailey memo re Wash + Mass
- 14) Russia Spot
Tanya out of Record - Spot - 60"
5 min
Document -
- 15) Review Selected Spots

Bailey - Mon 10/9 - plan for last 3 wks.

H, Chapin, Bailey

10/7

H. Amnesty -
Show H in St Louis
NY + Net - why amnes deleted
Not alone as commercial but
* is to be in litany on
Welcome McG ad
any Reac
Defense Ad
H - push Time story.

H - as McG would push Corruption

Budget - just push plans all day with
cm behind Bailey

H go Positive Ads - in Atl?
China + Russia - not issue stuff
5 or 60
No Soviet Spots on Net!
but local OK
Thru M, T, W

Nixon, The Man
Cuts to people - great - fast cuts go.
Drop Tonya.

Nix Man

USSR - Hard bargaining OK
US/Rus people OK - drop Tanya.
- Drop Convention opening

C M - Spot

Drop fixed time reference
H - try flip out 5 cells.

Youth Spot

Why Pol + Wh on toy line
Chapin - Conn Red + Blue

Tennoround

UN, Pot, \$1000, ~~Ten~~ Inter, Bus, $\sqrt{2}$
add Amnesty

Record (So) = gd - judges Record (W)

Youth - 60" - Gen Clem - bad per H.

Use slide
of Pail

Mamie -

Must add C believes Mamie stands alone
Pie of P 4 more Yrs abrasive

He + st - is ridiculous

last cell; - H - use lang re great man
End of Comp - Men at ASI - test letter.

better than Old folks - get out Vote

H-OK Bailey - change ending
P N - Needs Your Vote No MT

Rather
about
RT look
over
in 60s

Tax Reform - 60"
E must see
not sure want to use it,
Evan - no comment.

H
not use
defensive
Evan - a non
negative

N the Man - 5 min.

Provis
it doubts
concern
Cut Mrs Queng - come on, you translate
H - doesn't like Welcome Her Back
Whole spot needs work

Best → Youth Testim -
Sensational & color slide better

Youth Rally -
Bailey crew there - Sam Pau Keac.
don't use Aug P; use more

Down -
Proval - not use 1/2 bus
Instead Get Out Vote Commercials

H - now we want a big vote, straight
non-partisan Get Out Vote
- check closer 11/7 / 11/6 - imp of Vote

THE WHITE HOUSE
WASHINGTON

MS
9:30

October 6, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN S
SUBJECT: Campaign Advertising
Matters

Since you reviewed the Campaign Advertising TV spots at Camp David on August 16, there have been some changes as final versions have been prepared (i.e., Nixon the Man). Also, new spots have been prepared (i.e., Mamie).

Today at ~~10:30~~^{11:30} a.m. the President is meeting with foreign dignitaries. You could review the new material in less than one hour. Peter Dailey is available this morning should you want to have him present. He submitted the Russia Spot changes but would appreciate personal guidance from you if you have the time.

Chapin has asked that he sit in the meeting because he has been working on the Mamie spot, has problems with the Nixon the Man film, and wants guidance on the Election Eve Show.

_____ H to view Campaign Advertising at 10:30 a.m.
_____ Dailey Attend
_____ Dailey Not Attend
_____ Chapin Attend
_____ Chapin Not Attend
_____ Reschedule Campaign Advertising *MS*.

ADMINISTRATIVELY CONFIDENTIAL

October 25, 1972

MEMORANDUM FOR:

BILL SAFIRE

FROM:

GORDON STRACHAN

SUBJECT:

Sunday New York Times Ad

Bob reviewed your memorandum entitled "Institutional Advertising" of October 18, but decided against spending the money to reprint the entire text of the President's speech in the Sunday New York Times News Review section.

GS/jb

THE WHITE HOUSE

WASHINGTON

October 21, 1972

MS

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN S

SUBJECT:

Sunday New York Times Ad

Bill Safire recommended that the full text of a radio speech be printed in a full-page ad in the Sunday New York Times News Review Section. The purpose would be to show the press and opinion leaders that the President is addressing the issues while McGovern is a strident stump campaigner.

The November Group (Phil Joanou) recommends against this \$7-8000 expenditure because the impact is too indirect and nebulous.

Dick Moore doesn't think the full text of a speech is very useful. Instead, Moore suggests excerpts from four or five speeches with liberal use of white space.

John Scali thinks it is a good idea because the radio speeches are not making much impact.

Ray Price believes that the ad is basically a bad idea. It would not help at all. The readers of the ad are already against the President.

Len Garment says that the Week in Review audience is even smaller than the New York Times audience and since they are for the most part against us, the ad would have only a marginal impact. He believes the radio speeches are having a first rate news impact.

RECOMMENDATION:

That the radio speeches not be reprinted in the New York Times News Review Section.

AGREE

K

DISAGREE

COMMENT

I will advise Bill Safire.

ADMINISTRATIVELY CONFIDENTIAL

October 25, 1972

MEMORANDUM FOR:

MAURICE STANS

FROM:

GORDON STRACHAN

SUBJECT:

Kuchel Radio and TV
Spots in California

Bob asked me to check the information you received from California people that radio and TV ads by former Senator Tom Kuchel would be effective among the liberal element in California. Bob reviewed several opinions of Californians and has decided that the Kuchel radio and TV spots not be prepared and run in California.

GS/jb

THE WHITE HOUSE
WASHINGTON

MS

October 21, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN S
SUBJECT: Kuchel Radio and T.V.
Spots in California

Maury Stans received information from California people that radio and T.V. ads by former Senator Tom Kuchel would be effective among the liberal element in California.

Bob Finch does not think Kuchel would be effective. Kuchel doesn't mean much anymore in California.

Herb Klein thinks radio and T.V. spots by Kuchel would be effective in Northern California and the San Joaquin Valley.

Fred Malek thinks Kuchel would have a positive effect. However, he does not think the Kuchel spots would be worth sending new money into California to pay for them in light of the strict budget situation. Malek does not think it would be worth shifting some of the money already allocated to California to the Kuchel spots. Malek says his view would be supported by Nofziger, who was not personally contacted.

RECOMMENDATION:

That Kuchel radio and TV spots not be prepared and run in California to appeal to the liberal element.

AGREE

AS

DISAGREE

COMMENT

I will advise Stans of your decision.

THE WHITE HOUSE
WASHINGTON

October 19, 1972

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY ✓

In meeting with Haldeman last week, Maurice Stans indicated that he had been advised by some of our California people that Tom Kuchel would be very effective in doing some radio and television spots for Nixon in California because of his appeal to the liberal element out there.

Will you please check this out or see that it is checked out by the appropriate people and let me know if this in fact is the case and can be worked out?

Melale
Rofziger?
Finch

10/20 FM :- fairly positive; where \$ to support it
not sure it would be better
- no new \$ needed; a + but not enough
on new \$
• Finch (Hendricks) - doesn't sound like worth it;
Kuchel doesn't mean much
HGK (Bleeksmith)

October 19, 1972

MEMORANDUM FOR:

DWIGHT CHAPIN

FROM:

L. HIGBY

Bob feels that Tom Kuchel would be good doing some surrogate appearances and requests that you follow-up on this. He apparently wants to help and could be very helpful.

Will you please have someone in your office get in touch and see what can be worked out here?

LR:KD

TALKING PAPER FOR JOHN CONNALLY

RE: Dems for Nixon Strategy

Buchanan has drafted a letter for your signature that makes two points:

- 1) McGovern must be repudiated by Democrats on November 7 or he will control the party of Roosevelt for years to come.
- 2) After crushing McGovern at the polls, Democrats must recapture the Democratic party from McGovern radicals.

Is this letter a good idea?

GS
10/30/72

GS:car

TALKING PAPER FOR 10 a.m. POLITICAL MEETING

Re: Buchanan - Attack Post

Buchanan has mentioned in the last two Political Media Analyses that a decision must be made as to whether there is a frontal attack on the Washington Post's reporting of the campaign sabotage and smears. Buchanan feels strongly that such an attack on the Post should be launched to prepare the climate against further espionage stories. Buchanan discounts the danger of having other media rally to the Post's defense because CBS is hitting us pretty hard already.

_____ Buchanan to prepare attack Post plan.

_____ Drop idea/

_____ Other.

GS
10/13/72

ADMINISTRATIVELY CONFIDENTIAL

October 6, 1972

MEMORANDUM FOR:

BOB TEETER

FROM:

GORDON STRACHAN

SUBJECT:

Rolling Wave Polls

We currently have the schedule for the Rolling Wave Polls. It has been requested that when the schedule is set after October 16 that we never re-poll a state within the same week. The suggestion that the Rolling Wave re-poll California right away was not a good idea. Would you advise me if you have any problem of adhering to this schedule of never re-polling a state within the same week.

GS/jb
FU - 10/10

ADMINISTRATIVELY CONFIDENTIAL

October 6, 1972

MEMORANDUM FOR:

BILL TIMMONS

FROM:

GORDON STRACHAN

SUBJECT:

Congressional Endorsement Letters

To confirm our conversation this morning, Congressional endorsement letters are not to be sent out until after Congress adjourns. At that time they are to be sent to the homes of the Congressmen. Bob is currently working on the text of the letter.

GS/jb
FU - 10/10

TALKING PAPER for POLITICAL MEETING

RE: Get Out the Vote Telegram

Telegrams

1) The Get Out the Vote Telegrams which are being mailed to Republicans and favorable Democrats in key states after October 15 are currently designed to carry ~~Clark~~ Clark MacGregor's signature. Buchanan, Chotiner, and John Andrews of Ohio urge use of the President's signature. Should they be signed by the President or Clark MacGregor?

McGovern-Vietnam

2) McGovern's speech on Vietnam is scheduled for October 4. Yet, the TV Network and local advertising will be using the DFN "Welfare" spots. What is the plan for putting McGovern on the defensive on Vietnam next week? Chapin suggests placing the DFN "Credibility-Turnaround" commercial near McGovern's speech and then using the spot ~~market~~try local media market McGovern goes to.

Pep Talk

3) Many on the White House Staff should be given a pep talk to obtain maximum performance for the next 33 days. Many have not seen the CRP positive commercials or the DFN attack commercials. Should there be a pep talk given after showing the commercials in the EOB Briefing Room?

Campaign Finances

4) If the campaign's financial situation still such that only 3,200 instead of 11,200 will be spent on advertising?

GS:car
10/5/72

ADMINISTRATIVELY CONFIDENTIAL

October 6, 1972

MEMORANDUM FOR: JOHN WHITAKER
FROM: GORDON STRACHAN
SUBJECT: California Poultry Association

Lyn Nofziger rarely sends materials directly to me seeking political assistance for the California Campaign for the President. However, the attached materials on the California Poultry Association is something that Nofziger considers important enough to call and send data. In a telephone conversation with me, Nofziger mentioned that it would not be helpful to have Dick Campbell discuss the problem of annihilating chickens with the California Poultry Association because Campbell is from Atlanta, is a former egg producer, and therefore favors fewer chickens and higher prices for eggs.

Nofziger is seeking a call from Butz. Can you work this out? Or is it really worth it?

Please let me know. Thank you.

GS/jb
FU - 10/11

California Committee
for the Re-election
of the President

1670 WILSHIRE BOULEVARD, LOS ANGELES, CALIFORNIA 90017 (213) 484-1330

October 3, 1972

MEMORANDUM FOR GORDON STRACHAN
FROM LYN NOFZIGER
RE: California Poultry Association

Gordon:

Here is that stuff. I believe the least we can
do is have Butz talk to them.



Enclosure

California Poultry Association

655 NORTH LA CADENA DRIVE
COLTON CALIFORNIA 92324
TELEPHONE 714/825-3443
September 28, 1972

PRESIDENT
WALTER ZENTLER
VICE PRESIDENT
LARRY L. MCANALLY
SECRETARY
RONALD L. ROSSITER
TREASURER
JACK PERISITS
LEGAL COUNSEL
STEPHEN W. EDWARDS
RAYMOND LANG

I. CALIFORNIA POULTRY INDUSTRY

California Poultry Industry represents 10% of the United States egg production.

California Poultry Industry contributed directly 1/4 Billion dollars annually to the California economy and contributes its comparable share of state and federal taxes for that dollar value.

The industry contributes indirectly 1/2 Billion dollars annually to the California economy and contributes its comparable share of state and federal taxes for that dollar value.

Over 10,000 people are directly employed by the California industry and loss of their jobs are jeopardized by the Newcastle Eradication Program. As these jobs are being eliminated, these individuals are added to the welfare rolls.

II. ECONOMIC CONDITION OF THE CALIFORNIA POULTRY INDUSTRY

In March of 1972, the California Industry had approximately 40 million egg producing birds, of which 60% or 24 million birds are located in Southern California alone.

II. cont.

For the past 2 and 1/2 years, the California Egg Producing Industry has sustained substantial losses, resulting in a loss position. Eggs have reached the lowest price in the history of the industry, comparable to the depression years.

The California poultrymen during this 2 and 1/2 year period have incurred an indebtedness which averages \$3.00 to \$3.50 per bird. For example, a 200,000 bird ranch at the end of this 2 and 1/2 year period has an average indebtedness today of approximately \$750 thousand dollars.

Now, within the past month, the egg market for the first time in 2 and 1/2 years has reached a point which enables a California egg producer to finally secure a small profit for his labors. With the commencement of the USDA Eradication Program in March of 1972, there were approximately 330 commercial egg producers in Southern California. To date, birds on 111 ranch premises have been destroyed and eradicated by the USDA Newcastle task force. Payments by the USDA from the Eradication Program has averaged \$1.70 per bird. Because of the heavy debt load incurred by the California poultryman during these past 2 and 1/2 years, payments received from the Eradication Program have gone to satisfy creditors consisting of mortgage holders on the birds. This insufficient Eradication Program settlement has left the Southern California egg producer without adequate capital to meet his on-going debt obligations. Many of these ranches, with the loss of their capital investment and with their continuing debt obligation are unable to secure credit to resume operations.

II cont.

To date, approximately 8 million Southern California birds have been destroyed, or are in the process of being destroyed.

In other words, one third of the Southern California egg producing flocks have been destroyed by the USDA Newcastle task force in its efforts to eradicate the Newcastle virus in Southern California.

III. NEWCASTLE VIRUS

The USDA, through its Newcastle task force, has undertaken to eradicate the Newcastle virus in Southern California through a systematic program of poultry slaughter. We have been told that this systematic slaughter will continue even though it may mean the destruction of every egg laying hen in the State of California and with it the destruction of the egg producing industry in California. The California poultry industry, based on evidence and expert testimony secured from qualified people knowledgeable with the exotic Newcastle virus, firmly believe that this virus can, through an appropriate vaccination program, be controlled but can never be completely eliminated.

Since the first outbreak of the exotic Newcastle virus in Southern California, the industry has initiated and maintained an intensive and on-going vaccination program. The industry is firmly convinced from competent evidence that this intensive program has been successful in bringing the virus under control.

III. contd.

Available evidence indicates that countries such as South Africa, many Latin American nations and numerous other areas of the world, have attempted to control exotic Newcastle through an eradication program. These countries have found eradication to be unsuccessful and have concluded that the only method for controlling exotic Newcastle is an intensive vaccination program.

To date the USDA has failed to appropriate sufficient funds and to initiate a program of research and investigation which, working in conjunction with private industry, would lead to new and improved vaccines for Newcastle control.

The USDA's exotic Newcastle Eradication Program in Southern California has been a failure in the eradication of the virus. It has been, and is continuing to be, a tremendous success in the destruction and eradication of the Southern California poultry industry.

IV. COST OF ERADICATION PROGRAM TO DATE

To date the USDA has expended, in Southern California alone on its exotic Newcastle Eradication Program, \$20,000,000.00. The program has killed 8 million birds. Yet, exotic Newcastle virus continues to flourish in Southern California by the admission of the USDA.

IV. contd.

Also by admission of the USDA the exotic Newcastle virus is spread by many sources other than commercial chickens raised under controlled conditions on poultry ranches.

Vaccination has been, and is the only workable solution.

V. CONSUMER COST TO DATE

As a result of the USDA's Eradication Program currently conducted in Southern California, the California consumer faces an increase in the cost of eggs amounting to \$15,000,000.00 annually over what consumers in other parts of the nation will pay.

This cost to the California consumer will continue as long as the USDA's current Eradication Program is in effect.

VI. CALIFORNIA INDUSTRY PREFERENCE

It is the desire of the California poultry industry that the USDA immediately terminate its Newcastle Eradication Program. It is wasteful and ineffective.

If the California poultry industry is to be destroyed allegedly to protect the Poultry interests in the other portions of the United States, then we ask that we be treated fairly.

We demand adequate compensation for:

1. The value of each bird destroyed;
2. The net amount that the destroyed bird would have produced under existing market conditions until such time as a replacement bird can be put back into production.

We further demand complete guarantees that this compensation will be paid before a single further bird is needlessly destroyed.

VII. CLOSING STATEMENT

Therefore, the California Poultry Association cannot address itself to the question here today when such a large part of our industry is being systematically destroyed.

We demand that the USDA first, in a frank and equitable manner, resolve this question which affects every egg producer in California.