

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>
12	1	8/30/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Dwight Chapin. RE: Gallup Poll and attached calendar of the political questions to be covered in the future. 2 pgs.
12	1	8/20/1971	<input type="checkbox"/>	Campaign	Memo	Author unknown to Charles W. Colson to Gordon Strachan. RE: Poll results that outline the Democratic plans for capturing the White House in 1972. 1 pg.
12	1	8/15/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Dwight Chapin. RE: The Women's Vote, and the political effects of the "women's liberation" movement. 1 pg.
12	1	8/9/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Chuck Colson. RE: Charlie McWhorter's report on the Denver RNC meeting. 1 pg.

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12	1	8/9/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Ed DeBolt. RE: RNC Opposition Reports. 2 pgs.
12	1	8/18/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Tom Evans. RE: Inquiry into whether Tom Evans had received the results of the state by state poll. 1 pg.
12	1	8/18/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Follow Up. RE: Update on the Economy Poll as well as material on George Wallace. 1 pg.
12	1	8/15/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Follow Up. RE: Check-in with Magruder regarding the \$350,000 RNC research project. 1 pg.
12	1	8/12/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Follow Up. RE: Follow up with Dwight Chapin on the status of the film and appearance of the Convention. 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>
12	1	8/9/1971	<input type="checkbox"/>	Personal	Memo	From Gordon Strachan to Follow Up. RE: Check-in with Charlie McWhorter for his input from his political travels. 1 pg.
12	1	8/9/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Robert Finch. RE: Copy of Charlie McWhorter's report on the Denver RNC meeting. 1 pg.
12	1	8/31/1971	<input type="checkbox"/>	Domestic Policy	Letter	From Gordon Strachan to Curt Herge. RE: The possible termination of the relationship with Honor America Day. Enclosed is a request from Marylou Morris and a check from General O'Malley. 3 pgs.
12	1	8/20/1971	<input type="checkbox"/>	Campaign	Memo	Author unknown to Jeb Magruder and Gordon Strachan. RE: O'Brien's Statement-"Return to the White House." 1 pg.
12	1	8/18/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Charlie McWhorter. RE: Inquiry into the state by state situation in Denver, and whether or not it would be of any interest to "Bob." 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>
12	1	8/16/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Bob Marik. RE: Ralph Abernathy Quote on the African American population. 1 pg.
12	1	8/13/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Jeb Magruder. RE: Matt Reese materials, including background research. 1 pg.
12	1	8/11/1971	<input type="checkbox"/>	Campaign	Letter	From Rose Mary Woods to Haldeman. RE: The importance handing the attached letter to the person who is handling the plans in Indiana. 2 pgs.
12	1		<input checked="" type="checkbox"/>	Campaign	Newspaper	Article from The Indianapolis Star authored by Robert P. Mooney. RE: The image of Democratic political consultant Matthew E. Reese, and its effects on Republican party leaders. 2 pgs.
12	1	8/10/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Jeb Magruder. RE: Mexican-American voting strength. 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>
12	1	8/4/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Jeb Magruder. RE: Results showing that the Mexican-American vote can control the outcome in California, Illinois, and Texas. 1 pg.
12	1	7/21/1971	<input type="checkbox"/>	Campaign	Memo	From Frederic V. Malek to Tom Evans. RE: Attached analysis of the voting strength of Mexican-Americans. 16 pgs.
12	1	8/6/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to The Attorney General. RE: Fred Malek's interim report on the California contributors. 1 pg.
12	1	8/4/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Haldeman. RE: The readiness of the California contributors list. 1 pg.
12	1	8/3/1971	<input type="checkbox"/>	Campaign	Memo	From Fred Malek to Haldeman. RE: The finalization of the California contributors' list. 3 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>
12	1	5/4/1971	<input type="checkbox"/>	Campaign	Memo	From Haldeman to Fred Malek. RE: Tex Thornton's contributions, and why they have not been recorded. 1 pg.
12	1	8/4/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Jeb Magruder. RE: The analysis of the Mexican-American voting strength that could influence the outcome in California, Illinois, and Texas. 1 pg.
12	1	8/3/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Jeb Magruder. RE: Filling the position of the campaign advertising director. Peter Dailey, Bob Humphreys, and Louis Scott have been dismissed as possible contenders. 1 pg.
12	1	8/20/1971	<input type="checkbox"/>	Campaign	Memo	Unknown author to Lyn Nofziger and Gordon Strachan. RE: O'Brien's Plan-"Return to the White House." 1 pg.
12	1	8/20/1971	<input type="checkbox"/>	Campaign	Memo	Unknown author to Lyn Nofziger and Gordon Strachan. RE: O'Brien's concerns over the type of press contacts and publications the DNC will be developing. 1 pg.

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12	1	8/9/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Pat O'Donnell. RE: The Speaking Request of October 14-New York. 1 pg.
12	1	8/9/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Donald Rumsfeld. RE: A copy of Charlie McWhorter's report on the Denver RNC meeting. 1 pg.
12	1	8/3/1971	<input type="checkbox"/>	Personal	Letter	From Gordon Strachan to Jack Rourke. RE: Appreciation for Mr. Rourke's kind letter to the President. 1 pg.
12	1	8/31/1971	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Jeb Magruder. RE: Young People on State Committees. 1 pg.
12	1	8/18/1971	<input type="checkbox"/>	Campaign	Memo	Unknown author to Hugh Sloah and Gordon Strachan. RE: O'Brien Statement--"Return to the White House", which provides an outline for the Democrats in anticipation of November 7, 1972. 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>
12	1	8/18/1971	<input type="checkbox"/>	Campaign	Memo	Author unknown to Mr. Timmons and Gordon Strachan. RE: O'Brien Statement-Democratic Party Reform. 1 pg.
12	1	8/22/1971	<input type="checkbox"/>	Campaign	Report	Talking paper for Senator Dole. RE: The editorial in the Richmond News Leader, suggestions about celebrating President Eisenhower's birthday, and any scheduled plans for travel and television. 1 pg.
12	1	8/18/1971	<input type="checkbox"/>	Personal	Letter	From Gordon Strachan to David N. Warfield. RE: The two estimates of the cost of repair of the damage to Mr. Strachan's car. 1 pg.
12	1	8/6/1971	<input type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to Rose Mary Woods. RE: Letters to RNC Convention Chairmen and Vice Chairmen. 1 pg.
12	1	8/18/1971	<input type="checkbox"/>	White House Staff	Memo	From Gordon Strachan to Larry Higby. RE: A response regarding the detailed report on Charlie West. Mr. West is being considered as the Executive Director of the Citizens Business Group. 1 pg.

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12	1	8/9/1971	<input type="checkbox"/>	White House Staff	Memo	From Strachan to Ehrlichman RE: a copy of McWhorter's Denver RNC meeting report. 1 pg.

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 233

Folder: Gordon Strachan-Chron-August, 1971

<u>Document</u>	<u>Disposition</u>
2	Retain Open
3	Retain Open
4	Retain Open
5	Retain Open
6	Retain Open
7	Retain Open
8	Retain Open
9	Return Private/Political Memo Strachan to Chapin 8/30/71
10	Return Private/Political Note "Larry O'Brien's recent statement 8/20/71"
11	Retain Open
12	Return Private/Political Memo Strachan to Chapin 8/15/71
13	Return Private/Political Memo Strachan to Colson 8/9/71
14	Retain Open
15	Return Private/Political Memo Strachan to DeBolt 8/9/71
16	Return Private/Political Memo Strachan to Evans 8/18/71
17	Return Private/Political Memo Strachan to JDE 8/9/71
18	Retain Open
19	Retain Open
20	Return Private/Political Memo Strachan to Follow Up 8/18/71
21	Return Private/Political Memo Strachan to Follow Up 8/15/71
22	Return Private/Political Memo Strachan to Follow Up 8/12/71
23	Return Private/Political Memo Strachan to Follow Up 8/9/71
24	Retain Open
25	Retain Open

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 233

26	Retain	Open
27	Return	Private/Political Memo Strachan to Funch 8/9/71
28	Retain	Open
29	Return	Private/Personal LTR Strachan to Herge 8/31/71
30	Retain	Open
31	Retain	Open
32	Retain	Open
33	Retain	Open
34	Retain	Open
35	Retain	Open
36	Retain	Open
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52	Retain	Open

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
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53	Retain	Open
54	Retain	Open
55	Retain	Open
56	Retain	Open
57	Retain	Open
58	Retain	Open
59	Return	Private/Political Note "Amongs the gems contained ---" 8/20/71
60	Return	Private/Political Memo Strachan to McWhorter 8/18/71
61	Retain	Open
62	Return	Private/Political Memo Strachan to Marik 8/16/71
63	Retain	Open
64	Return	Private/Political Memo Strachan to Magruder 8/13/71
65	Retain	Open
66	Return	Private/Political Memo Strachan to Magruder 8/10/71
67	Return	Private/Political Memo Strachan to The Attorney General 8/6/71
68	Retain	Open
70	Retain	Open
71	Return	Private/Political Memo Strachan to Magruder 8/4/71
72	Return	Private/Political Memo Strachan to Magruder 8/3/71
73	Return	Private/Political Note "You undoubtedly have a copy..." 8/20/71
74	Return	Private/Political Note "One other area that O'Brien..." 8/20/71
75	Return	Private/Political Memo Strachan to O'Donnell 8/9/71
76	Retain	Open
77	Retain	Open
78	Retain	Open
79	Retain	Open

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 233

80	Retain	Open
81	Return	Private/Political Memo Strachan to Rumsfeld 8/9/71
82	Return	Private/Political LTR Strachan to Rouke 8/3/71
83	Return	Private/Political Memo Strachan to Magruder 8/31/71
84	Return	Private/Political Note "You probably noted ---" 8/18/71
85	Retain	Open
86	Retain	Open
87	Return	Private/Political Note "You probably noticed that ---" 8/18/71
88	Retain	Open
89	Retain	Open
90	Return	Private/Political Talking Paper for Sen. Dole 8/12/71
91	Retain	Open
92	Retain	Open
93	Return	Private/Personal LTR Strachan to Warfield 8/18/71
94	Retain	Open
95	Return	Private/Political Memo Strachan to Woods 8/6/71
294	Return	Private/Political Memo Strachan to Higby 8/18/71

August 30, 1971

MEMORANDUM FOR:

DWIGHT CHAPIN

FROM:

GORDON STRACHAN

SUBJECT:

Gallup Poll

Gallup was kind enough to send us the attached calendar of the interesting political questions that their future polls will cover. Since you and I will probably get asked about these results when we are not prepared with the responses, maybe we should develop a system for getting the information from John Davies at Gallup on a more regular basis.

I suggest that I call Nell Yates every Tuesday and Thursday to check your telephone call schedule so that we can get through calls to John Davies on a regular basis.

Do you have another suggestion?

GS:lm

FU EVERY TUESDAY - - THURSDAY

Coming Up on Gallup Poll Calendar!



RICHARD M. NIXON

- Are rank-and-file labor union members “in revolt” over the President’s new economic program?
- Has Nixon registered gains in terms of his popularity with voters?
- What is the reaction of Republican and Democratic voters to Mayor Lindsay’s party switch?



JOHN V. LINDSAY

- Where is Lindsay now in the Democratic standings?
- Do voters give Lindsay a chance to win the Democratic nomination?



GEORGE C. WALLACE

- Which Democrat would give Nixon the hardest fight if the election were being held today?
- Is Wallace winning new adherents in the South?
- What are current attitudes on “busing” — both in the South and North?

Important Note to Editors

A full-scale national survey has just been completed and tabulations are now underway. *There will be no release for this Thursday, August 26. The next Gallup Report will be sent you for release Sunday, August 29.*

O'Brien Statement --
"Return to the White House"

August 20, 1971

Charles W. Colson

Gordon Strachan

Larry O'Brien's recent statement outlining the Democratic plans for capturing the White House in 1972 begins with several references to recent poll results.

O'Brien's third paragraph begins: "Perhaps the most telling statistic is that shown in the Harris Poll concerning Mr. Nixon's ability to inspire the confidence of the American people."

You have probably begun moving on this particular question, but with the O'Brien emphasis it might deserve increased attention.

CS/ah

GS has
attachment in
his file.

August 15, 1971

MEMORANDUM FOR:

DWIGHT CHAPIN

FROM:

GORDON STRACHAN

SUBJECT:

Women's Vote

You have looked at several of the proposals regarding the potential political effect of the "women's liberation" movement.

Rita Heuser, who is a member of the Citizens for the Re-Election of the President, recently prepared a long memorandum for the Attorney General. A copy is attached and your comments would be appreciated.

GS:lm

Administratively Confidential

August 9, 1971

MEMORANDUM FOR:

CHUCK COLSON

FROM:

GORDON STRACHAN

Mr. Haldeman asked me to send you a copy of Charlie McWhorter's report on the Denver RNC meeting.

Attachment

GS:lm

August 9, 1971

MEMORANDUM FOR:

ED DeBOLT

FROM:

GORDON STRACHAN

SUBJECT:

RNC Opposition Reports

Some thought has been given to the format of the opposition reports submitted under the date August 3, 1971. First, the July 19 - August 1 report on Muskie is generally excellent. The relevant items (travel, issues, staff, and quotes) are covered, however, you might want to consider making the following changes:

- 1) On the Muskie statement on Vietnam, which you list on the summary as appearing on page 272, it would be helpful to put the full quote on page 1, especially since the quotes are quite short;
- 2) In the travel section, where it indicates that Muskie spoke to the summer interns, it would be interesting to know if the group of summer interns included those from all departments. Presumably, one of our people could have been there and given an personal assessment of the numbers and reaction, as well as who else spoke to the summer interns;
- 3) Muskie's statement on housing would be much more useful if the full quote were given. That is, exactly the type of subject that should be followed closely but more than a three or four word quote is necessary;
- 4) Similarly, on Muskie's ABM - MIRV statement, some of the context would be helpful;
- 5) The campaign contributions quote appearing on page 273 would be more useful if his complete quote were given;
- 6) In reference to the addition of a Joint Committee on the Environment, some background on Representative John Kyl would be helpful, as well as his quote;
- 7) On page 275, the indication that Robert Nelson would direct the Florida Campaign is the type of information

cc: mark & Peter Meyer

that should appear on the summary, page 270, as that is an interesting and important development;

8) Concerning the "Muskie Myth" report, it would be helpful to know the purpose of this publication. If it were only for the use of the recipients of the Opposition Report, the emphasis should be more factual instead of the type of comments which hopefully will appear in newspaper columns. For example, on page 1, the comments about the temper would be more useful if there were quotations from columnists about the fact that he became "irritable", "blew his top", or "over reacted". The "inconsistent" section is excellent but quotes should be fuller with an assessment of the important phrases as this would be more useful;

9) Similarly, the Opposition Report intitled "The Democratic Contenders" would be more useful if the actual quotes appeared. For example, on page 3, under "issues", the report says that Humphrey has openly admitted that the Johnson-Humphrey economic policies failed. A quotation to this effect from Humphrey would be most hseful;

10) Concerning the report on "Where the Voters Are", this is particularly useful. The only observation would be that the charts should be more closely tied to the key states. For example, on page 13, it would be interesting to have the population in metropolitan areas in the North-east broken out by Connecticut, New York, and Pennsylvania. Similarly, on page 15, it would be interesting to know where the SMSA's are in the key states. Another way of saying the same thing is that the chart on page 19, which shows 1972 voter participation, would be very helpful if comparisons were made. That is, if California constitutes 10% of the total voting population, what percentage of Californians vote -- is it higher, lower, or the same as the national average? Similarly, what sections within the California population have a higher percentage of voter participation? Do old people in California vote in a higher percentage than old people in Florida or New York?

Please excuse the rambling in this memorandum, but we use the materials which you prepare and therefore were wondering what would make them more helpful. If you have any questions or if you would like to talk about these reports, please call.

GS:lm

Administratively Confidential

August 18, 1971

MEMORANDUM FOR:

TOM EVANS

FROM:

GORDON STRACHAN

Have you received the results from the state by state poll you were conducting among the Republican National Committeemen?

When we discussed the subject last week, you thought you would have the results by Friday.

Ed Harper recently sent a memorandum to John Ehrlichman with some of this information that doesn't look as complete as the poll which you and I discussed.

GS:lm

Administratively Confidential

August 9, 1971

MEMORANDUM FOR:

JOHN EHRLICHMAN

FROM:

GORDON STRACHAN

Mr. Haldeman asked me to send you a copy of Charlie McWhorter's report on the Denver RNC meeting.

Attachment

GS:lm

Administratively Confidential

August 18, 1971

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

When the results come in from the Economy Poll on the cross breaks on Wallace, do an update of all Wallace material, including an abbreviation of Dent's recent memos.

GS:lm

August 15, 1971

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check with Magruder regarding complete description of the \$350,000 RNC research project.

Also, follow up with Magruder regarding the Rumsfeld spokesman resource request for an additional staff man referred to in my August 2nd memorandum to Mr. Haldeman, with his question to the side, held in my "Magruder's Projects" file.

GS:lm

Administratively Confidential

August 12, 1971

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Follow up with Dwight Chapin on the status of the film and appearance aspect of the Convention. Dwight was to talk to Timmons about the format task force and incorporate the Shakespear memo ideas. Follow up is for Tuesday, August 17.

GS:lm

Administratively Confidential

August 9, 1971

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check with Charlie McWhorter every Thursday for his input from his political travels.

GS:lm

Administratively Confidential

August 9, 1971

MEMORANDUM FOR:

ROBERT FINCH

FROM:

GORDON STRACHAN

Mr. Haldeman asked me to send you a copy of Charlie McWhorter's report on the Denver RNC meeting.

Attachment

GS:lm

August 31, 1971

Dear Curt:

Believe it or not, we may finally be able to terminate our relationship with Honor America Day.

Enclosed is General O'Malley's (remember him?) check for \$484.16, which is, I believe, what you indicated to me was the amount due to the Firm.

Presumably you will be able to run this through the correct channels (still "Jack Naylor"?) and have my record of debts to the Firm expunged.

You will notice that Marylou Morris requests any copies of invoices. You may already have sent these to her or possibly they are no longer available. In any event, I leave this in your hands.

With best wishes,

Sincerely,

Gordon Strachan

Mr. Curt Herge
Mudge Rose Guthrie & Alexander
20 Broad Street
New York, New York 10005

GS:lm



HONOR AMERICA DAY

A program of the American Historic and Cultural Society Inc.

Honorary Chairmen

Hon. Harry S. Truman
Mrs. Dwight D. Eisenhower
Hon. Lyndon B. Johnson

Honorary Vice Chairmen

George Meany
Arch N. Booth
Lawrence F. O'Brien

Robert J. Dole
Mayor Walter Washington
Col. Frank Borman

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Roy Wilkins
Rev. Billy Graham
Bob Hope
C. Robert Yeager
J. Howard Pew
C. Stuart O'Malley
William J. McManus
Herbert E. Marks
John P. Cosgrove

August 16, 1971

Gordon Strachan, Esq.
The White House
Washington, D.C. 20500

Dear Mr. Strachan,

Per our telephone conversation, I am enclosing our Check No. B-9 made out to Mudge Rose Guthrie & Alexander in the amount of \$484.16 to cover expenses incurred by the New York Honor America Day Committee in July, 1970.

As I explained, we are in the process of having the Honor America Day accounts audited. Therefore, any invoices, or copies thereof, which can be forwarded to us will be greatly appreciated.

I am certain that you and Mr. Herge will understand my desire to avoid any future questions about the disbursement of Honor America Day funds.

I hope you and Mrs. Strachan are still enjoying the tempo of life in Washington.

Sincerely yours,

Marylou Morris
(Mrs) Marylou Morris

PLEASE FILL IN ACCOUNT NUMBER

No. 22

August 16, 19 1971

15
54

Pay
to the
order of

Midge Rose Guthrie & Alexander, Dr.

\$ 484.16

Four Hundred Eighty-four and 16/100

Doll

The RIGGS NATIONAL BANK

of WASHINGTON, D. C.
MAIN OFFICE

Expenses— 1503 PENNSYLVANIA AVENUE, N. W.

New York Honor America Day Cttee.

July, 1970.

Charles S. O'Malley
Honor America Day Cttee.

⑆0540⑈0003⑆

RTV-CD

THE FALCONER COMPANY

August 20, 1971

Re: O'Brien's Statement -
"Return to the White House"

Jeb Magruder

Gordon Strachan

Among the gems contained in the Larry O'Brien statement released last weekend is --- ". . . the most basic rule of American politics: the party best organized to register its potential voters and to deliver these votes on Election Day will win."

True, O'Brien mentions this after discounting "computers, TV commercials", etc., which he may not have access to due to his money problems. However, the basic point is valid - our voters must be delivered to the polling booths.

It strikes me - with a disquieting note of depression - that none of the written materials that you have submitted to the AG (I believe I have seen them all) mention our plans for delivering our voters to the polls. The only memorandum that mentions this notion is Ken Rietz' Youth Registration memo.

My recent memoranda to Marik about Matt Reese (alleged to have the best Democratic voter delivery system) ask for the Republican alternatives. Maybe serious consideration should be given to the creation of a Task Force or "one man responsible" plan to assure that this essential (at least in Larry O'Brien's mind) area is adequately developed.

Would you let me have your thoughts, in writing, by September 1?

FU 9/1

August 18, 1971

MEMORANDUM FOR:

CHARLIE McWHORTER

FROM:

GORDON STRACHAN

After the excellent review of the state by state situation in Denver, I wonder if you have discovered anything else which might be of interest to Bob. I can be reached through the White House Board in San Clemente.

GS:lm

August 16, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: BOB MARIK
FROM: GORDON STRACHAN
SUBJECT: Ralph Abernathy Quote

You may have noticed that Ralph Abernathy recently said that, "this Democratic party has tricked, abused, and misused us (Black people)", when he was referring that the Democratic party had taken the Black people for granite too long. It would be interesting to know whether the RNC Research Staff picked up that quote and have it for future use.

Would you report back to me when you have asked them?

FOLLOW-UP IN TWO WEEKS

GS:kb

Administratively Confidential

August 13, 1971

MEMORANDUM FOR: JEB MAGRUDER
FROM: GORDON STRACHAN
SUBJECT: Matt Reese

Bob Marik has the previous materials on Matt Reese under a cover memorandum dated July 29, 1971.

Discussion with Bob earlier today indicated that he had done some background research on Reese and had tried to find the Republican counterpart. Apparently there is no Republican counterpart, but Marik indicated that you people would consider a method of developing such.

Attached is the most recent memorandum from Rose Mary Woods to Bob Haldeman about the Matt Reese project which Marik might like to keep. It is not necessary to respond to Rose Mary Woods note. However, if the Matt Reese subject were to come up, we should have an adequate response.

GS:lm

THE WHITE HOUSE
WASHINGTON

Attash to
chron

8/11/71

BOB HALDEMAN

We sent you the original letter from this Mr. Miller and the information on Mr. Reese. I have no idea what you did with it -- if anything but I suggest you forward this note to person who may be handling our plans for Indiana.

Indiana is an important state but - as always - apparently everyone is fighting everyone else.

TKS

RmWoods

RmW

The attached letter can just be sent to file if you do not care to forward it to anyone.

JAMES LAWRENCE MILLER

ATTORNEY-AT-LAW

919 ELECTRIC BUILDING

25 MONUMENT CIRCLE

INDIANAPOLIS 4, INDIANA

TEL. 638-8240

August 2, 1971

PERSONAL

Miss Rose Mary Woods
Personal Secretary to the President
The White House
1600 Pennsylvania Avenue
Washington, D. C. 20500

Dear Miss Woods:

It was so thoughtful of you to write me as you did recently.

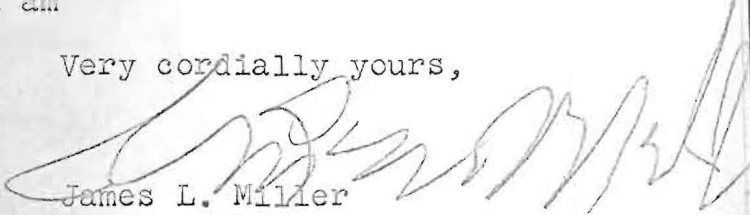
Apparently, the information I forwarded you has been sent to the proper channels as is evidenced by the attached news items from the Sunday, August 1st, Indianapolis Star.

Mayor Lugar's opponent has just received an enormous fee in some litigation here which will enable him to well afford the services of Mr. Reese. This fall's campaign will be one which will be watched with a very critical eye.

If the Republican Party continues in its present status when 1972 arrives, the President should do his best, of course, to keep on the most cordial terms with all factions and all important state and local officials and draw on all strength possible. In addition to this, however, it might be wise to speculate as to whether it would not be advantageous to set up his own independent organization here in Indiana.

With kindest personal regards, and trusting you are having a pleasant summer, I am

Very cordially yours,


James L. Miller

JLM/bh
enc.

POLITICS IN PERSPECTIVE**Bulen Sounds GOP Alarm Over Reese**

By ROBERT P. MOONEY

The image of political consultant Matthew E. Reese appears to be haunting Marion County Republican chairman L. Keith Bulen, architect of Mayor Richard G. Lugar's bid for re-election.

Reese's firm, noted for its voter registration and get-out-the-vote successes for candidates who employ his services, is working for Indianapolis Democratic mayoralty candidate John F. Neff.

The upcoming issue of the county GOP organization's newsletter to the party faithful carries this warning from Bulen:

"BECAUSE OF THE national significance of our being the largest metro city with all-Republican government, and because of the national awareness of 'President Nixon's favorite mayor (Lugar), the national and state Democratic organizations and 'friends' have decided to zero-in on us with their biggest guns.

"They believe, as I do, that the outcome of Nov. 2d here will have considerable impact all over the country as the indicator for the presidential and gubernatorial campaigns for 1972.



Reese

Bulen

"Their (the Democrats' advance guard has been a work in Marion County for two months now in the hulking form of Matt Reese and his high-powered associate from Washington, D.C.

"Reese, who weighs some 300 pounds plus, is the best and highest-priced professional registration and vote turnout man, anywhere. We got a small taste of him last year in Marion, Allen and St. Joseph counties, and it didn't taste very good.

"He was employed by Hartke (Indiana's Democratic U.S. senator) in those three



Mooney

"But I have not been told of any meeting on Monday," he added.

HOWEVER, it was acknowledged that the Democrats also have hired a top-level professional polling organization to sample the relative popularity of Lugar and Neff. This survey probably will not be completed for another week.

Not even early returns have been fully analyzed, although the Neff aide appeared pleased "with what little I do know about it."

Neff, some observers feel, is putting on a better campaign than is generally recognized by political prognosticators in the City-County Building and Statehouse hallways, usually the worst places to get a true picture of public sentiment.

OTHER THAN the Reese hang-up, Bulen appears to be getting his organization in the groove for the approaching battle leading to the Nov. 2 showdown.

He said all precinct committeemen vacancies are filled and that the workers will be paid on election day.

Democratic county chairman Anthony M. Maio has problems in this field. Maio has said the party does not have the funds to pay workers

BULEN'S THEORY is that candidates will have enough to do campaigning, let alone carrying on their duties as ward chairmen. Schnelder says he has supplemental aides to carry out his ward

The organization has 50 "coffee" scheduled in each of the 25 councilmanic districts.

Bulen's organization soon will distribute 300,000 copies of a pamphlet entitled "Your Government, Blueprint for the Future," which includes 25 questions and answers involving Uni-Gov, unified city-county government.

THE DEMOCRATS have made Uni-Gov a chief target and issue of the campaign, but Bulen says Neff talks out of "both sides of his mouth" about metropolitan government.

He said Neff was a member of the Democratic "Young Turk" organization in 1965 which made a pass at several "power grab" bills in the legislature.

"I didn't see Neff asking for any referendum on some of the Democrats' legislation," Bulen said. Neff has

...for that campaign.

"They are really going all out to work on only us this time. Their first Indianapolis Sales Force 'Orientation' took place here Aug. 2."

THIS LAST paragraph denotes either Bulen's super sensory powers, or more likely, someone within the Neff organization "leaked" word of tomorrow's predicted meeting.

Placement of "spies" in rival organizations is common-place, although a Neff aide said the group has had several meetings with Reese representatives.

on Election Day. Bulen said:

"If Maio took the money they're using to pay Matt Reese, he could pay his workers."

Bulen has another knotty problem nearly solved. Four of five councilmanic candidates have resigned their posts as ward chairmen which Bulen required in a memorandum before the May primary.

They are Gordon G. Gilmer, Harold J. Egenes, Jack F. Patterson and William A. Leak, leaving only William G. Schneider, who says his precinct committeemen do not want him to resign.

August 10, 1971

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

Mexican-American Voting
Strength

In your absence, I forwarded a description of the Mexican-American voting strengths, acquired by Fred Malek. Rob Odle returned this proposal, indicating that you had already received a copy from Fred. My concern was not whether you had access to this information but rather what type of plans were being suggested for using the information.

ℓ The Mexican-American group is being considered simply within the "Ethnic Groups" that Colson may be working on, I would suggest that you re-evaluate their importance in light of the Malek memorandum.

Could you give me a brief description of what the Campaign's plans are with respect to the Mexican-Americans?

Thank you.

GS:lm

Administratively Confidential

August 4, 1971

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

Fred Malek obtained the attached analysis of the Mexican-American voting strength. It is particularly interesting in that it emphasizes that very slight shifts in the Mexican-American vote can control the outcome in California, Illinois, and Texas. You may want to raise this with the Attorney General or have it covered by one of your Task Forces. When you have reached a decision please advise me as Bob has not seen this very interesting analysis.

GS:lm

*new memo → TSM 8/10
FU 9
GJG*

GS
You might get from principals

July 21, 1971

FU
~~7/26~~
~~7/28~~
8/3

MEMORANDUM FOR TOM EVANS

You might find portions of the attached analysis of Mexican-American voting strength of interest.

Frederic V. Malek
Special Assistant to the President

Attachment

Gordon -

Per your request
of Fred.

July 1864

THE ELECTORAL COLLEGE AND THE MEXICAN-AMERICAN:

AN ANALYSIS OF THE MEXICAN-AMERICAN IMPACT ON

THE 1972 PRESIDENTIAL ELECTION

This report was compiled by the League of United Latin American Citizens (Nationwide) and the Mexican-American Bar Association of California,* with the assistance of the Mexican-American Population Commission and Graciela Olivarez, Esq., Vice-Chairman (President's) Commission on Population and the American Future. Additional assistance was secured from legislators, the United States Census Bureau, and the American G.I. Forum.

*Prepared under the supervision of Louis Garcia, Esq., President, Mexican-American Bar Association, and Chairman of the Mexican-American Population Commission of California, and Paul Garza, National Director, The League of United Latin American Citizens. For information contact: Louis Garcia, Esq., 870 Market, San Francisco, California 94103.

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AN ANALYSIS OF THE MEXICAN-AMERICAN IMPACT ON

THE 1972 PRESIDENTIAL ELECTION

INTRODUCTION: 101 ELECTORAL VOTES

The President's Cabinet Committee on Opportunity for the Spanish Speaking stated that the number of Mexican-Americans in the United States is at least seven million (7,000,000). (Washington Star, November 6, 1970) The United States Census Bureau in its February 1971 partial census estimated that 86% of all Mexican-Americans reside in the Southwest, with the vast majority concentrated in Texas and California.

In both Texas and California the number of Mexican-Americans exceeds the number of blacks. Moreover, the number of Mexican-Americans in California exceeds the number of blacks even in New York, the State with the largest number of blacks in the nation. (According to the 1970 Census there are 2,100,000 blacks in New York, and based on the Mexican-American Population Commission's Official Census Report, the Mexican-American population in California is 2,980,000.)

The Mexican-American, particularly in the Southwest, has been ignored as a political force until fairly recently. In 1970, Senator Yarborough was defeated in the primary partially because he failed to generate Mexican-American support. Senator Murphy's defeat in the 1970 general election was partially due to Mexican-American hostility to his prover-orientation and his alleged indifference to the plight of the farm worker.

This monograph is believed to be the first effort to analyze the significance of the Mexican-American vote on the Electoral College and its impact on Presidential Elections.

As set forth in Table 1, it is the thesis of this monograph, based on an analysis of 1960 and 1968 Presidential Elections, that Mexican-Americans could hold the balance of power in four states with a total electoral vote of 101. These four states are: California (45 electoral votes), Texas (26 electoral votes), Illinois (26 electoral votes), and New Mexico (4 electoral votes). Some politicians have suggested that the impact of the Mexican-American vote in Texas, for example, could exceed Mayor Daley's impact on Illinois.

TABLE I

STATES	ELECTORAL VOTE	REPUBLICAN OR DEMOCRATIC MARGIN OF VICTORY IN '60&'68(2)		NUMBER OF ELIGIBLE MEXICAN AMERICAN VOTERS IN '72(4)	MEXICAN AMERICAN MULTIPLE FACTOR(1)	TOTAL MEXICAN AMERICAN POPULATION
		1960	1968			
California	45	35 thousand(R)	223 thousand(R)	1,788,000	51	2,980,000
Illinois	26	9 thousand(D)	135 thousand(R)	166,000	18	275,000
New Mexico	4	2 thousand(D)	39 thousand(R)	177,000	88	295,000
Texas	26	46 thousand(D)	39 thousand(D)	1,357,000	35	2,250,000
Colorado(5)	7	71 thousand(R)	74 thousand(R)	145,000	2	243,000

(1) The Mexican-American Multiple Factor relates to the number of times the potential Mexican-American vote is greater than the difference in election results in either the 1960 or 1968 Presidential Election, using the election with the closest result. Thus, if the Mexican-American vote is 100,000 and the difference in an election between the two top candidates is 20,000, the Multiple Factor is five ($\frac{100,000}{20,000} = 5$). For example, the Multiple Factor in Texas is 35. That is, the potential eligible Mexican-American voters are 35 times greater than the difference between the Republican and Democratic candidates' votes in 1968 ($\frac{1,357,000 \text{ Mexican-American votes}}{39,000 \text{ vote differential}} = 35$).

(2) Statistics on the differential are from the New York Times Encyclopedic Almanac 1971, and the 1971 World Almanac (published by Newspaper Enterprise Association, Inc.)

(3) President Nixon's Cabinet Committee on Opportunity for the Spanish Speaking stated that there is a minimum of seven million Mexican-Americans in the United States. According to the partial Census Bureau statistics of February 1971, 86% of all Mexican-Americans reside in the Southwest. In April 1971, the Mexican-American Population Commission issued its Official Census Report showing that the Mexican-American population in October 1970, in California was 2,980,000 (overall Spanish-surnamed population in California was 3,140,000). The Mexican-American Population Commission included among its Commissioners the Vice-Chairman of the (President's) "Commission on Population and the American Future." Input into this monograph included information from the United States Labor Department, We The Mexican-Americans, and the President's Vice-Chairman of the Commission on Population and the American Future. Some statistics were secured from pertinent legislators who relied on such statistics as Labor Department work force studies, the February 1971 Census Bureau Report, and the Spanish-surnamed statistics in public schools.

According to the 1970 Census, California, with 45 electoral votes, has a population of 19,953,134 persons. The number of Mexican-Americans, according to the Mexican-American Population Commission Official Census Report, as of October, 1970, was 2,980,000 or 14.9% of California's overall population. This statistic on Mexican-American population was believed to be a slight underestimate by the U.S. Civil Rights Commission.

The Mexican-American Population Commission's Official Census Report shows that in the nation's most populous county, Los Angeles County, which has a population of approximately 7 million, Mexican-Americans constitute almost one in every five persons (18.2% of the county's residents). This Census Report projects, based on recent population growths, that the Mexican-American population of Los Angeles County will be 21.1% by 1975. (For example, California State Department of Education statistics show that as of October 1970, 23.7% of all kindergarten and first grade students in Los Angeles County Schools were Spanish surnamed.)

The number of potential eligible voters in 1972 is conservatively estimated to be 1,788,000 (see footnote 4, supra). Assuming a 50% turnout,⁽⁶⁾ the number of Mexican-American voters would be 894,000 or 25 times greater than the difference between the Republican and Democratic presidential votes in the 1960 election $\frac{894,000}{35,000} = 25$.

Thus, a shift of even 5% in the Mexican-American vote could affect the outcome.

(6) The 50% Mexican-American figure is approximately 40% less than the Presidential turnout for Anglos; and even if the Mexican-American voter turnout is as low as 33% of eligible voters, the Mexican-American would have an impact on the elections in California, Texas, Illinois & New Mexico. For example, in California if there was only a 33% voter turnout, a shift of 7%, instead of 5%, would be necessary to affect a Presidential Election.

ILLINOIS

According to the 1970 Census, Illinois, with 26 electoral votes, has a population of 11,114,000 persons.

The number of potential eligible voters in 1972 is estimated to be 166,000. Assuming a 50% Mexican-American voter turnout, the number of Mexican-American voters (83,000) exceeds the vote difference in the 1960 election between the Republican and Democratic candidates by more than 9 times $\left(\frac{83,000}{9,000} = 9\right)$.

Thus, a shift of 11% in the Mexican-American vote could affect the direction of Illinois' 26 electoral votes.

NEW MEXICO

According to the 1970 Census, New Mexico, with 4 electoral votes, has a population of 1,016,000 persons. It has the only Mexican-American U.S. Senator and has the highest percentage of Mexican-Americans of any state (29%).

The number of potential eligible voters in 1972 is conservatively estimated to be 177,000. Assuming a 50% Mexican-American voter turnout, the number of Mexican-American voters (88,000) exceeds the vote difference in the 1960 election between the Republican and Democratic candidates by 44 times $\left(\frac{88,000}{2,000} = 44\right)$.

Thus, a shift of only 3% in the Mexican-American vote could affect the outcome in New Mexico.

TEXAS

According to the 1970 Census, Texas, with 26 electoral votes, has a population of 11,196,000.

The number of potential eligible voters in 1972 is conservatively estimated to be 1,357,000. Assuming a 50% Mexican-American voter turnout, the number of Mexican-American voters (678,000) exceeds the vote difference in the 1968 Presidential election between the Republican and Democratic candidates by 17 times $\frac{678,000}{39,000} = 17$.

Thus, a shift of 6% in the Mexican-American vote could have altered the 1968 Presidential Election and a shift of 7% could have altered the 1960 election, which was decided by only 46,000 votes.

COLORADO

According to the 1970 Census, Colorado, with 7 electoral votes, has a population of 2,207,000.

The number of potential eligible voters in 1972 is 145,000. Assuming a 50% turnout (72,000), the Mexican-American vote is twice the differential between the Republican and Democratic candidates in both 1960 and 1968. It would therefore require a shift of 50% in the Mexican-American vote to affect the outcome in Colorado, based upon 1960 or 1968 patterns. This appears to be quite unlikely.

According to the 1970 Census, Arizona, with 6 electoral votes, has a population of 1,772,000.

The Mexican-American population of Arizona is approximately 264,000, according to the Vice-Chairman of the (President's) Commission on Population and the American Future. It is conservatively estimated that the number of eligible potential Mexican-American voters is 159,000.

Assuming 50% of the eligible voters actually vote, this would mean approximately 79,500 Mexican-American voters. This would generally not be sufficient to influence the outcome of any Presidential Election in Arizona.

MICHIGAN

According to the 1970 Census, Michigan, with 21 electoral votes, has a population of 8,875,000. According to the Vice-Chairman of the (President's) Commission on Population and the American Future, Michigan has an estimated 100,000 Mexican-Americans. It is conservatively estimated that there are approximately 66,000 potential eligible Mexican-American voters. Assuming 50% actually vote, the number of Mexican-American voters (33,000) is not sufficient to influence the outcome in Michigan, according to 1960 and 1968 voting patterns. (In the 1960 election, for example, the difference between the two leading Presidential candidates was almost 67,000 votes.)

OTHER STATES

According to the 1970 publication We the Mexican-Americans (published by the U.S. Department of Commerce/Bureau of the Census, text by Graciela Olivarez, Esq.), there are Mexican-Americans in all 50 states. However, based upon past voting patterns, the number in the remaining states is unlikely, according to recent past election patterns, to influence the outcome in any state to any significant degree.

According to the February 1971 Census Report on Spanish surnamed individuals, there are almost 2 million Puerto Ricans residing in the United States. Since Puerto Rican problems are often parallel to those of the Mexican-American (Spanish language, rural backgrounds, high unemployment, poor housing, police brutality, and migrancy), it is possible that Puerto Rican voting patterns may run parallel to those of Mexican-Americans. The primary impact of such a parallel voting pattern would be on New York's 41 electoral votes. (The number of Puerto Rican voters in New York State exceeds the differential between the Republican and Democratic Presidential candidates in the 1968 election.)

Mexican-Americans are the second largest identifiable minority in this nation and the second largest potential voting block. More than 5 million Mexican-Americans reside in Texas and California alone.

Based on 1960 and 1968 Presidential Election patterns, a shift of even 6% in the Mexican-American vote could affect the elections in California, Illinois, New Mexico, and Texas. These states have an aggregate of 101 electoral votes. This is sufficient to have altered either the 1960 or 1968 Presidential elections.

These statistics on the significance of the Mexican-American vote indicate that in 1972 the "Mexican-American Strategy" might become as important as the so-called Southern strategy allegedly was in 1968. Excluding Texas, the remaining ten Southern States⁽⁷⁾ total electoral vote (104 electoral votes) is virtually identical to the electoral vote in the four "Mexican-American Strategy" states.

(7) Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, & Virginia.

~~DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By _____ NARS, Date _____~~

Administratively Confidential

August 6, 1971

MEMORANDUM FOR:

THE ATTORNEY GENERAL

FROM:

GORDON STRACHAN

SUBJECT:

California Contributors

Mr. Haldeman asked me to send you a copy of Fred Malek's interim report on the California contributor situation.

Attachment

GS:lm

THE WHITE HOUSE
WASHINGTON

Date: Aug. 4, 1971

TO: H.R. HALDEMAN
FROM: GORDON STRACHAN

Malek's memo merely reports that an accurate California contributor's list should be ready soon.

The information that Malek's man, Bill Horton, received in California about the various factions should be forwarded to the Attorney General.

Right

✓

MEMORANDUM

DETERMINED TO BE AN
ADMINISTRATIVE MARKING

THE WHITE HOUSE

WASHINGTON

E.O. 12065, Section 6-102

By Empire NARS, Date 1-16-80

August 3, 1971

~~CONFIDENTIAL~~

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

FRED MALEK *Fred Malek*

SUBJECT:

California Contributors

We are progressing steadily on rationalizing the California contributors' list and should have a final report in to you at the end of the week. We have identified a number of serious problems that will be thoroughly covered at that time. In the meantime, however, I thought you should have several important pieces of information outlined below.

As you know, at Herb Kalmbach's suggestion, Bill Horton met last week with certain Californians to refine the master list of California Presidential supporters. The individuals interviewed included Holmes Tuttle and Justin Dart (together), Leonard Firestone and Taft Schreiber (together), and Asa Call. In addition, Bill talked to Leland Kaiser by phone.

Although Bill did not initiate it in any way, these men volunteered views on the 1972 campaign. Bill, of course, did not encourage discussion on this, nor was he responsive beyond listening politely. These views have been summarized in three general areas: (1) cooperation between RN and RR supporters, (2) California campaign organization, and (3) support by Dart, Tuttle, and Kaiser.

COOPERATION BETWEEN RN AND RR SUPPORTERS

Dart and Tuttle stressed the need for harmony and cooperation between the President and the Governor's staffs. They think that neither Governor Reagan nor the President could carry California today. (Subsequently, Asa Call also indicated Governor Reagan could not now carry the State.) Therefore, maximum cooperation and harmony are needed within the California Republican Party to win in 1972. Tuttle stated flatly, with the nodding concurrence from Dart, that Governor Reagan would not run against the President; the Governor would be a candidate only if the President withdraws. Tuttle further mentioned that he has already discouraged several offers to establish Reagan for President offices, citing Missouri and Oklahoma as examples, and will continue to do so. Not being intimately familiar with the situation, we have no way of judging their sincerity, but they certainly seemed sincere to Bill.

In spite of this support for the President, Dart and Tuttle think the White House does not trust them. As an example, they cited a conversation between William French Smith and Robert M. Flanigan, whom they considered to be a White House representative because of his relation to Peter Flanigan. Bob Flanigan

allegedly differentiated between Nixon backers and Reagan backers indicating the latter might not be fully supportive of the President. Flanigan was reported to have been visibly aghast at Smith's suggestion of Holmes Tuttle as the 1972 Nixon State Campaign Chairman. Dart and Tuttle feel strongly that this sort of divisiveness has got to stop or else the Republicans have little chance to carry California in 1972.

They indicated that the coordination between the President's and the Governor's staffs will be worked out at a meeting between the President and Governor Reagan tentatively scheduled for the latter part of August. In fact, they indicated Attorney General Mitchell had agreed not to make any commitments on the State organization until that meeting.

As a specific item for coordination, Firestone thinks that there should be close cooperation between the State Campaign Chairman and the Governor's office on the selection of delegates in order to gain maximum contributions from these appointments.

CALIFORNIA CAMPAIGN ORGANIZATION

Dart, Tuttle and Call feel that Firestone's appointment as the State Campaign Chairman would be a mistake. Dart felt Firestone would not be acceptable to all the factions in California. He indicated the State Campaign Chairman should have proven experience in California Republican politics and inferred that Holmes Tuttle would fit this description.

Asa Call cited three reasons for his reservations on Firestone: (1) his identification with Bradley's mayoralty campaign has alienated Yorty and conservative Republicans, (2) Firestone does not know politics sufficiently well and is not a good political organizer, as demonstrated by the fact that he has backed only losers recently (Bradley, Kuechel, Christopher, and Rockefeller), (3) the Firestone Company is a defendant in several suits by the Government. However, Call felt that the appointment of Tuttle or Lieutenant Governor Reinecke as State Campaign Chairman would be even worse since they would alienate the middle-of-the-road independent and Democratic vote which will be needed to win. In fact, Call could not think of an individual who would be better than Firestone.

Given Dart's and Tuttle's influence with Governor Reagan and conservative California Republicans, and considering their current disenchantment (discussed in the next section), it might be appropriate to consult with them on the State Campaign Chairman. If their views are duly considered, the Chairman may be more acceptable to them, and they may in turn be of greater help in the campaign.

SUPPORT OF DART, TUTTLE, AND KAISER

As you know, Dart and Tuttle were upset about the Astronaut Dinner invitation list. Based on this and subsequent problems in dealing with the White House, Dart and Tuttle both say they will not work for the President's re-election. They will "not sell a product" they "cannot service," i. e. , obtain White House recognition for major contributors who give through them.

Lee Kaiser also said he no longer supports the President. He is concerned about the budget deficits. Also, he is highly irritated that a letter he sent to a member of the White House staff discussing the Federal budget was not even acknowledged. In fact, Kaiser said he will back the President's opponent in 1972.

While these men are genuinely irritated, Bill suspects that their statements are designed primarily to induce greater acknowledgement from the White House. It is apparent, however, that the adroitness with which these men are handled over the next 15 months will determine their level of work and contribution to the President in 1972.

* * *

Other incidents of poor White House liaison with major California Presidential supporters came to light during Bill's meetings. These will be discussed in more detail and recommendations for strengthening the liaison will be submitted with the master list by the end of this week.

May 4, 1971

CONFIDENTIAL

MEMORANDUM FOR : FRED MALEK
FROM : H. R. HALDEMAN

Your recent memo regarding Tex Thornton points up a problem that is apparently continuing with regard to California contributors.

I think we would find that Thornton's contributions have not been recorded and this is a case with many others in California because their contributions were made through Justin Dart, who has consistently refused to give us a list of contributors and amounts donated. We have, therefore, fallen down on our recognition program with all of these people.

The problem cited regarding the Astronauts' Dinner was repeated a number of times because Dart took it upon himself to set up his own guest list without even checking with us and refused to give us the backup data as to who the donors actually were and what they had given. We were, therefore, unable to balance the California contributors against contributors from other states.

This would be well worth checking with Herb Kalmbach and Maurice Stans to see if we can't, even at this late date, get it straightened out. I'm afraid that the Thornton problems may be multiplied several times over and we can't afford to let this coast any longer in California.

I certainly agree that we should provide some further recognition for Thornton. Maybe a good prestigious trip would be the best thing at this point - but, even more important is to check the basic problem and see if we can't get it resolved.

Please look into this matter and give me a report in two weeks.

*You might also check w/ Rose Woods.
(written by H.)*

Due May 18
HRH:pm

Administratively Confidential

August 4, 1971

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

Fred Malek obtained the attached analysis of the Mexican-American voting strength. It is particularly interesting in that it emphasizes that very slight shifts in the Mexican-American vote can control the outcome in California, Illinois, and Texas. You may want to raise this with the Attorney General or have it covered by one of your Task Forces. When you have reached a decision please advise me as Bob has not seen this very interesting analysis.

GS:lm

Administratively Confidential

August 3, 1971

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

Campaign Advertising
Director

Pursuant to your request, I checked the names of the three Los Angeles advertising people with Bob. It is his view that Peter Dailey would not be available because he heads his own agency in Los Angeles and would not be able to leave for a year. Bob Humphreys is not the man; and Louis Scott is not of the calibre necessary.

On a related subject, he advised that Kai Jorgensen is not the man to bring out of retirement to work for a year on the Campaign.

GS:lm

August 20, 1971

Re: O'Brien's Plan - "Return
to the White House"

Lyn Nofziger

Gordon Strachan

You undoubtedly have a copy of Larry O'Brien's statement issued last week entitled "Return to the White House". If not, I will forward you a copy immediately.

The number one item in his press-heralded memo is "Party Reform". He blasts the Republicans and praises the Dems for their efforts at changing the political process. Since you have primary responsibility for developing and implementing the appropriate response over the next fifteen months, you have probably considered the following:

1. A Dole or Evans statement indicating the Republican strengths in the area of delegate representation of minorities and youths pursuant to the Denver guidelines;
2. A blast at the O'Brien exaggeration of "nearly 40 state" compliance. The June National Journal article is directly contrary. The California Democratic Party literally thumbed its nose at the DNC's reform ideas; this should probably be pushed in California and other key states;
3. Public hearings on reform have only been held in one-half of the states. Pressure from the press and public for hearings, especially just prior to the primaries might be advisable;
4. Many state Democratic parties may try to "waffle" out of their obligation to implement reform by blaming the legislature and the necessity for new laws. Where appropriate the Democratic control of these legislatures should be pointed out so that the blame cannot be shifted.

As we have discussed, any elaborate written memoranda FU is wasteful. However, your oral comments on these ideas and your own typically inventive projects would be of interest to Bob.

P.S. Do you know where the DNC will be holding its fall meeting? Does the location offer any opportunities?

FU one week

ADMINISTRATIVE - CONFIDENTIAL

August 20, 1971

Re: O'Brien Statement -
Communications

Lyn Nofziger

Gordon Strachan

One other area that O'Brien spelled out his plans in some detail concerns the type of press contacts and publications the DNC will be developing. Some of the publications are analogous to your RNC efforts on Monday and the Republican. However, their pocket-sized books and radio news features may deserve consideration.

Administratively Confidential

August 9, 1971

MEMORANDUM FOR:

PAT O'DONNELL

FROM:

GORDON STRACHAN

SUBJECT:

Speaking Request of
October 14 - New York

Pursuant to our telephone conversation, would you please handle the attached request for a speaker at the Staten Island Republican event.

If you have any questions or need any further back up, feel free to call me if Belardino cannot supply the information you need.

GS:lm

Administratively Confidential

August 9, 1971

MEMORANDUM FOR:

DONALD RUMSFELD

FROM:

GORDON STRACHAN

Mr. Haldeman asked me to send you a copy of Charlie McWhorter's report on the Denver RNC meeting.

Attachment

GS:lm

Yellow

August 3, 1971

Dear Mr. Rourke:

Thank you for your letter to the President of July 26. Your kind offer of assistance for 1972 is certainly appreciated. At this time, however, no decision has been reached as to whether the President will seek re-election.

Some citizens have begun very preliminary, tentative planning and so your letter has been referred to Jeb Magruder at the Citizens for the Re-election of the President at 1701 Pennsylvania Avenue, N.W., Washington, D.C. You should be hearing from them soon.

With best wishes,

Sincerely,

Gordon Strachan
Staff Assistant to H.R. Ealdeman

Mr. Jack Rourke
Jack Rourke Productions
3805 West Magnolia Boulevard
Burbank, California 91505

GS:lm

Administratively Confidential

August 31, 1971

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

Young People on State Committees

As we discussed earlier today, it is considered very important that a high percentage of young people be placed on the various state committees of the Citizens for the Re-Election of the President.

Apparently, in the past, there have been token numbers of youths. This time the emphasis should be on responsible under 30 year olds, who should not be "relegated" to Young Voters for Nixon positions. Obviously, you will have to work out the details in each case with Harry Flemming and Ken Rietz.

Could you check this basic approach with the Attorney General and then get back to me with his suggestion as to approximate target percentages for under 30 year olds on the state committees?

Thank you.

GS:lm

O'Brien Statement --
"Return to the White House"

August 18, 1971

Hugh Sloan

Gordon Strachan

You probably noted with particular interest the O'Brien fundraising plans for the Democrats in anticipation of November 7, 1972. Several items caught our attention:

- 1) the "massive direct-mail appeals to small contributors;"
- 2) newsstand sale of an information book as a fundraising technique; and
- 3) their '72 Club of monthly contributors.

It may be that you have developed similar plans for the Citizens operation which have been submitted to the Attorney General. If that is the case, copies have not been submitted to Bob.

Would you let me know your plans in this area?

GS/ah

August 18, 1971

Re: O'Brien Statement - Democratic
Party Reform

Mr. Timmons

Gordon Strachan

You probably noticed that Larry O'Brien made "Party Reform" his number one point in the strategy to "Return to the White House". He argues that most of the states are on track in their sincere desire to reform. Along the way he blasts the Republicans for having a closed convention. Of course, his statements are contradicted by the somewhat more objective June article in the Nat'l Journal to the effect that almost none of the much heralded reforms follow the 1968 Chicago Convention.

The point is that your factual analysis of the status of the Democratic reform proposals, as submitted to the AG under the Rob Odle August 10 memorandum, should be converted to action steps to publicize the hypocrisy and mendacity of the Democrats. When we talked last week, it was my understanding that you would be submitting action or attack recommendations to the AG in the near future. Do you have any idea when these recommendations might be ready?

FU one week

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TALKING PAPER FOR SENATOR DOLE

Re: Recent Correspondence

1) We had seen the editorial in the Richmond News Leader which Harry Byrd asked you to pass along. You may want to advise him that we appreciate his opinion and will be interested in his comments at the YAF Convention in Texas in September.

2) As to your suggestion about celebrating President Eisenhower's birthday with a youth celebration, we are considering it and will try to get back to you with an answer in enough time to plan for the October 14 birthday event.

3) The description Lyn Nofziger forwarded regarding your travel and TV schedule was most interesting. When all your speeches and travels on the President's behalf are consolidated, the true magnitude of your commitment is apparent.

GS
8/12/71

lm

August 18, 1971

Dear Mr. Warfield:

Please excuse the delay but I was finally able to obtain two estimates of the cost of repair of the damage to my car by Rose Ann Guertin.

You will notice that VOB bid \$113.98 while L St. Auto Body Repair bid \$94.64. Neither bid, of course, includes the price of the special order part on which a \$5 deposit has been made. The total cost of this part is \$13 so the total amount from the lowest bid would be \$107.64 with a \$2 charge for making the estimate by the L St. Body Shop. Therefore, I will expect a check from State Farm Insurance Companies in the amount of \$109.64 at your earliest convenience.

Should you need any additional information, please contact me at my business address, the White House, Washington, D.C. 20500, telephone: 456-1414.

Sincerely,

Gordon Strachan

Mr. David N. Warfield, Agent
State Farm Insurance Companies
8020 New Hampshire Avenue
Langley Park, Maryland

GS:lm

cc: Rose Ann Guertin

Administratively Confidential

August 6, 1971

MEMORANDUM FOR:

ROSE MARY WOODS

FROM:

GORDON STRACHAN

SUBJECT:

Letters to RNC Convention
Chairmen and Vice Chairmen

Bob has approved the attached letters drafted by Ray Price's office. Would you see that they are appropriately signed, and upon signature, send a copy to Bill Timmons as an indication that the letters have been sent.

GS:lm

Administratively Confidential

August 18, 1971

MEMORANDUM FOR:

LARRY HIGBY

FROM:

GORDON STRACHAN

SUBJECT:

Charles West

Rob Odle called and asked me to get a reading from this office on a man named Charles West. He apparently was detailed from the Pentagon to work on the original ABM project. Apparently, he worked under Ken Belieu who speaks highly of Charles West.

Magruder is not particularly impressed with Charles West.

Odle is seeking the information because Charles West is being considered as the Executive Director of the Citizens Business Group. He wonders what your reaction to Charles West is.

GS:lm