Richard Nixon Presidential Library
Contested Materials Collection
Folder List

Box Number	Folder Number	Document Date	No Date	Subject	Document Type	Document Description
21	7		☑	White House Staff	Memo	From Mr. Herge to Bruce Miller. RE: Indecipherable message written on a paper entitled: "Committee for the Re-election of the President." 1 pg.
21	7	10/24/1972	☐	White House Staff	Memo	From Elaine La Roche to Miss Sandy Cram. RE: Counsellor Rumsfeld's comments on the viewing of the Connally political broadcast. 1 pg.
21	7	10/24/1972	☐	White House Staff	Memo	From Donald Rumsfeld to unknown author. RE: The Connally half hour television show Monday evening October 23, 1972. 1 pg.
21	7		☑	White House Staff	Memo	From Mr. Herge to Bruce Miller. RE: Message that reads: "For your information." 1 pg.

Box Number	Folder Number	Document Date	No Date	Subject	Document Type	Document Description
21	7		☑	White House Staff	Other Document	A document containing Secretary Morton's comments on John Connally's TV program. RE: The main argument that the "Last 1/2 was superior to the first." 1 pg.
21	7		☑	White House Staff	Other Document	Indecipherable handwritten note regarding nationwide television network statistics. 1 pg.
21	7	10/24/1972	☐	White House Staff	Memo	From Gordon Strachan to Haldeman. RE: The Connally overnight ratings. 1 pg.
21	7		☑	White House Staff	Other Document	Indecipherable handwritten note. 1 pg.
21	7		☑	Campaign	Report	Unknown author to Gordon. RE: The overnight statistics for MacGregor, Connally, and McGovern. 1 pg.

Box Number	Folder Number	Document Date	No Date	Subject	Document Type	Document Description
21	7	10/16/1972	☐	Campaign	Memo	From Alvin Snyder to Larry Higby. RE: Neilsen New York Overnights-RN-10/14 and McGovern-10/15. 2 pgs.
21	7	10/24/1972	☐	White House Staff	Memo	From Phil Joanou to Bruce Miller. RE: Reactions to the Connally 1/2, and various comments made in the order of importance. 6 pgs.
21	7	10/24/1972	☐	White House Staff	Memo	From Chester L. Posey to Peter Dailey. RE: The John Connally Special, and specific comments and concerns listed by Mr. Posey. 3 pgs
21	7	10/24/1972	☐	White House Staff	Letter	From unknown author to Peter Dailey. RE: Comments on the Connally anti-McGovern defense one-half hour speech. 1 pg.
21	7	10/19/1972	☐	Campaign	Letter	From Barton A. Cummings to Peter Dailey. RE: The concern over the Committee to Re-Elect the President's failure to spend enough money to counteract the effort being executed McGovern's campaign. 1 pg.

Box Number	Folder Number	Document Date	No Date	Subject	Document Type	Document Description
21	7	10/23/1972	☐	Campaign	Memo	From Gordon Strachan to Haldeman. RE: Campaign advertising, and the cancellation of the upcoming budget meeting that was meant to discuss advertising recommendations. 2 pgs.
21	7	10/24/1972	☐	Campaign	Memo	From David Ogilvy to Jack Elliott. RE: Mr. Ogilvy's negative comments regarding Connally's television appearance. 1 pg.
21	7	10/23/1972	☐	White House Staff	Memo	From Jeb Magruder to Haldeman. RE: Field reaction to the Connally 30-minute defense commercial (Friday, October 20). 4 pgs.
21	7	10/24/1972	☐	Campaign	Memo	From Gordon Strachan to Haldeman. RE: Connally overnight ratings on The New York Overnight being 1.9 the previous evening, compared to 30.5 on Friday. 1 pg.
21	7	10/23/1972	☐	Campaign	Memo	From Alvin Snyder to Larry Higby. RE: New York Overnight Ratings for yesterday's three TV interview programs. 1 pgs.

Box Number	Folder Number	Document Date	No Date	Subject	Document Type	Document Description
21	7	10/23/1972	☐	Domestic Policy	Memo	From Phil Joanou to Jeb Magruder. RE: Thursday Connally Half-Hour, and the recommendation against the purchase of an additonal Connally half-hour for the future. 2 pgs.
21	7	10/23/1972	☐	White House Staff	Memo	From George Collins to Haldeman. RE: Message that reads: "Would you like to view the Connally 5-min. spots made from the 30.min. Connally speech this week?" 1 pg.
21	7	10/19/1972	☐	White House Staff	Memo	From Gordon Strachan to Haldeman. RE: Connally 5 minute spots are now available thanks to Bill Carruthers. 1 pg.
21	7	10/21/1972	☐	Domestic Policy	Memo	From Jerry Jones to Gordon Strachan. RE: Sample reactions to Connally broadcast. 3 pgs.
21	7		☑	Campaign	Memo	From Jack Gibbs to Don Mosiman and Jeb Magruder. RE: Mr. Gibbs' evaluation of Connally's television appearance as "The most powerful thing we've done in the campaign." 1 pg.

Box Number	Folder Number	Document Date	No Date	Subject	Document Type	Document Description
21	7	10/23/1972	☐	Domestic Policy	Memo	From Jeb Magruder to Haldeman. RE: Field reaction to the Connally 30-minute defense commercial (Friday, October 20). 4 pgs.
21	7	10/23/1972	☐	Domestic Policy	Memo	From Phil Joanou to Jeb Magruder. RE: Mr. Joanou's recommendation that Connally not occupy another television spot in the future. 2 pgs.
21	7		☑	White House Staff	Memo	From Larry Higby to Haldeman. RE: Message that reads: "With the exception of your notation, do you approve of this?" 1 pg.
21	7	10/18/1972	☐	Domestic Policy	Memo	From Jeb Magruder to Haldeman. RE: The Connally 30-minute commercial on defense and international affairs. 2 pgs.
21	7	10/17/1972	☐	Domestic Policy	Letter	From Clark MacGregor to a Fellow Nixon Supporter. RE: The announcement of John Connally's television appearance as a Democrat for Nixon. Included are outlines of why this appearance will be historical. 10 pgs.

Box Number	Folder Number	Document Date	No Date	Subject	Document Type	Document Description
21	7	10/5/1972	☐	Domestic Policy	Memo	From Larry Higby to Haldeman. RE: Democrats for Nixon T.V. Ads. 1 pg.
21	7	10/2/1972	☐	Domestic Policy	Memo	From Phil Joanou to Clark MacGregor. RE: Advertising decisions for the week of 10/9, along with an attached schedule for network and local advertising. 4 pgs.
21	7	10/17/1972	☐	Campaign	Report	A report detailing the 2:15 P.M. meeting on October 17, 1972. RE: The promotion of the Connally tape on McGovern. 1 pg.
21	7	10/17/1972	☐	Campaign	Memo	From Larry Higby to Haldeman. RE: Connally's Thirty-Minute Program. 1 pg.
21	7	10/17/1972	☐	Domestic Policy	Memo	From Jeb Magruder to John Connally. RE: The 30-Minute defense commercial scheduled to air on Friday, October 20, at 7:30 P.M. *Multiple copies throughout. 2 pgs.

Box Number	Folder Number	Document Date	No Date	Subject	Document Type	Document Description
21	7		☑	Campaign	Other Document	An advertisement entitled: "Still Undecided? Tonight: A Frank Discussion of the Important Issues of the '72 Election That Cut Across Party Lines." *Multiple copies throughout. 1 pg.
21	7	10/13/1972	☐	Domestic Policy	Memo	From Dwight L. Chapin to Gordon Strachan. RE: The organization of a press preview on Wednesday before the Connally show. 1 pg.
21	7	10/16/1972	☐	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: The purchase of various television slots. 1 pg.
21	7	10/16/1972	☐	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: News that the Democrats have cleared the 10:30-11:00 P.M. television slot for McGovern's speech on Economics. 1 pg.
21	7	10/17/1972	☐	Domestic Policy	Memo	From Larry Higby to Haldeman. RE: An attached plan on the Connally thirty-minute program. 1 pg.

Box Number	Folder Number	Document Date	No Date	Subject	Document Type	Document Description
21	7	10/13/1972	☐	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: Leak of information regarding the upcoming Connally speech. 1 pg.
21	7	10/13/1972	☐	Domestic Policy	Memo	From Dwight Chapin to Jeb Magruder. RE: The decision on what would be the best buy for Connally on Wednesday evening, October 18. A top priority is how to reach the largest audience possible. 1 pg.
21	7	10/13/1972	☐	Domestic Policy	Memo	From Phil Joanou to Clark MacGregor. RE: Connally's scheduled one-half hour, and subsequent estimates for repeat network showings. 1 pg.
21	7	10/14/1972	☐	Domestic Policy	Memo	From Dwight Chapin to Jeb Magruder. RE: Clark MacGregor's theory that if money is to be raised for Connally's appearance, then it might have to come from the Democrats for Nixon. 1 pg.
21	7	10/13/1972	☐	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: Connally's speech, and purchase of a television slot. 1 pg.

Box Number	Folder Number	Document Date	No Date	Subject	Document Type	Document Description
21	7	10/13/1972	☐	Domestic Policy	Memo	From Dwight Chapin to Haldeman. RE: Clark MacGregor's viewing of the Connally tape, and his opinion that it was, "tough and hard-hitting." 1 pg.
21	7	10/13/1972	☐	Domestic Policy	Memo	From Dwight Chapin to Jeb Magruder. RE: The recommendation for a newspaper tune-in for the Connally show. 1 pg.
21	7	10/14/1972	☐	Domestic Policy	Memo	From Phil Joanou to Jeb Magruder. RE: Connally Network One-Half Hour. 1 pg.
21	7	10/13/1972	☐	Domestic Policy	Memo	From Dwight Chapin to Jeb Magruder. RE: The President's request via Jim Copley that he wanted Copely to view the Connally tape, and be sure to purchase some tune-in advertising for the speech. 1 pg.
21	7		☑	Domestic Policy	Other Document	Indecipherable handwritten message entitled: "Maybe pull 4-5 minute spots for news leading to the 30 min." 1 pg.

Box Number	Folder Number	Document Date	No Date	Subject	Document Type	Document Description
21	7	10/11/1972	☐	Domestic Policy	Memo	From Charles Colson to Dwight Chapin. RE: Discussions concerning a major advertising promo event surrounding the Connally speech. 1 pg.
21	7	10/10/1972	☐	Domestic Policy	Memo	From Dwight Chapin to Haldeman. RE: Connally's television speech, and schedule for the week of October 15. 2 pgs.
21	7	10/13/1972	☐	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: Magruder's memorandum that will focus on Connally's speech; specifically, options of market and audience reach. 1 pg.
21	7	10/13/1972	☐	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: Leak of information concerning Connally's speech. 1 pg.
21	7	10/10/1972	☐	Domestic Policy	Memo	From Dwight Chapin to Haldeman. RE: Connally's schedule for the week of October 15. 2 pgs.

Box Number	Folder Number	Document Date	No Date	Subject	Document Type	Document Description
21	7	10/5/1972	☐	Domestic Policy	Memo	From Larry Higby to Haldeman. RE: Democrats for Nixon-T.V. Ads. 1 pg.
21	7	10/2/1972	☐	Domestic Policy	Memo	From Dwight Chapin to Haldeman. RE: Connally's opinion of a Democrats for Nixon Rally in California. 1 pg.
21	7	9/25/1972	☐	Domestic Policy	Memo	From Gordon Strachan to Larry Higby. RE: The Democrats for Nixon, and the questionable competence of the Jeno Paulucci advertising agency. 1 pg.
21	7	9/15/1972	☐	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: Connally's 5-Minute Spot, and recommendation against using the phrase: "I am a Democrat." 1 pg.
21	7	9/15/1972	☐	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: Connally's 5-Minute Spot- Buchanan's Views. 1 pg.

Box Number	Folder Number	Document Date	No Date	Subject	Document Type	Document Description
21	7	9/15/1972	☐	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: The review of Connally's 5-Minute Spot by: Moore, Carruthers, Goode, Scali, and Chapin. 2 pgs.
21	7	9/15/1972	☐	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: The approval of the two five minute spots for the following week, and any subsequent reviews will be submitted to Haldeman. 1 pg.
21	7		☑	White House Staff	Other Document	Indecipherable handwritten notes dated 9/15. 4 pgs.
21	7	9/15/1972	☐	Campaign	Newspaper	An article from The Wall Street Journal entitled, "Loyal Opposition: Connally Plugs Hard to Reelect President: Is He Looking to 1976?" 3 pgs.
21	7	9/14/1972	☐	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: Connally-DFN 5-Minute Spot. 1 pg.

Box Number	Folder Number	Document Date	No Date	Subject	Document Type	Document Description
21	7	9/4/1972	☐	Domestic Policy	Report	An advertising proposal entitled, "Democrats for Nixon", which entails: Creative strategy, media strategy, media plan, etc. *Documents repeated throughout. 8 pgs.
21	7	9/7/1972	☐	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: DFN-Dailey Meeting with Connally, and strategy recommendations. 2 pgs.
21	7	9/6/1972	☐	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: Democrats for Nixon Advertisements including TV spots, and newspaper boards. 1 pg.
21	7	9/11/1972	☐	Campaign	Memo	From Gordon Strachan to Larry Higby. RE: Message that reads, "These DFN complaints of which there are many go on Connally's call list, etc." 1 pg.
21	7	8/28/1972	☐	White House Staff	Memo	From Noble Melencamp to Gordon Strachan. RE: Message that reads: "Origional to Chuck Colson, copies to Dwight Chapin and Harry Dent." 1 pg.

Box Number	Folder Number	Document Date	No Date	Subject	Document Type	Document Description
21	7	8/27/1972	☐	Personal	Letter	From Josephine Crouch to President Nixon. RE: The apparent mistreatment of The Committee of Democrats for Nixon at the President's dinner on August 24th, and the request for an apology. 1 pg.
21	7	8/18/1972	☐	Domestic Policy	Memo	From L. Robert Morgan to Clark MacGregor. RE: "Democrats for Nixon" brochures, and the importance of their disbursement to high income and middle income Democrats. 2 pgs.
21	7		☑	Campaign	Memo	From Gordon Strachan to Dick Howard. RE: Message that reads: "Something for your Dems for Nixon." 1 pg.
21	7	8/25/1972	☐	Personal	Letter	From Patzy Gleeson to Mr. Haldeman. RE: Mr. Gleeson's offer to aid Nixon in his run for reelection in any capacity available. 1 pg.
21	7	8/31/1972	☐	Domestic Policy	Memo	From Bob Morgan to Unknown receiver. RE: "Democrats for Nixon" mailing ensembles. 2 pgs.

Box Number	Folder Number	Document Date	No Date	Subject	Document Type	Document Description
21	7	8/18/1972	☐	Domestic Policy	Memo	From L. Robert Morgan to Mr. Clark MacGregor. RE: "Democrats for Nixon" brochures. 2 pgs.
21	7	8/17/1972	☐	Campaign	Report	A report entitled: "Why We Democrats are Supporting President Nixon." Several reasons include Nixon's positions on: Defense, drugs, Vietnam, stability, foreign policy, etc. *Same documents continued throughout. 4 pgs.
21	7		☑	Campaign	Other Document	A banner that reads: "Why We Democrats Are Not Supporting Senator McGovern." *This document appears several more times throughout this folder. 1 pg.
21	7		☑	Campaign	Other Document	A list of "Pue Brochure Quotes" some of which include Senator Muskie's quote: "McGovern's positions on many of the issues are unacceptable to a large portion of our people." 1 pg.
21	7	9/5/1972	☐	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: Peter Dailey meeting regarding Democrats for Nixon. 1 pg.

Box Number	Folder Number	Document Date	No Date	Subject	Document Type	Document Description
21	7	9/6/1972	☐	Campaign	Memo	From Gordon Strachan to Haldeman. RE: Democrats for Nixon Advertisements. 1 pg.
21	7		☑	Domestic Policy	Other Document	A typed response outlining the President's policy on amnesty; including, his view that it should not be considered for draft-dodgers until the war in Vietnam is over. 1 pg.
21	7	9/1/1972	☐	Domestic Policy	Memo	From Gordon Strachan to Patrick Buchanan. RE: Amnesty paragraph of the DFN brochure. 2 pgs.
21	7	8/29/1972	☐	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: Message that reads: "You have the brochures that the Democrats for Nixon will send with these letters in September, etc." 1 pg.
21	7	8/23/1972	☐	Domestic Policy	Memo	From L. Robert Morgan to Mr. Clark MacGregor. RE: "Democrats for Nixon" letters. 2 pgs.

Box Number	Folder Number	Document Date	No Date	Subject	Document Type	Document Description
21	7		☐	Campaign	Letter	From unknown sender to Fellow Democrats. RE: A grassroots effort by the Democrats for Nixon to point out Senator McGovern's extreme views, and encourage other dissatisfied Democrats to vote for Nixon. *These documents are repeated throughout. 2
21	7		☑	Campaign	Other Document	A partial interview taken from the Washington Post on January 9, 1972, as well as June 30. *This document is repeated several times throughout this folder. 1 pg.
21	7		☑	Campaign	Other Document	A paragraph written by the Democrats for Nixon in which a recommendation is made to replace the welfare paragraph with the President's support of the space shuttle program and its possible creation of 160,000 new jobs. 1 pg.
21	7		☑	Campaign	Other Document	A typed paragraph written by the Democrats for Nixon regarding the possibility of replacing the welfare paragraph with the President's National Health Insurance Plan. 1 pg.
21	7		☑	Campaign	Other Document	A detailed list of the sponsers and leaders of the Democrats for Nixon, along with a copy of the volunteer card needed to support the President's reelection. 5 pgs.

Box Number	Folder Number	Document Date	No Date	Subject	Document Type	Document Description
21	7		☑	White House Staff	Other Document	Handwritten note that states: "MacGregor specifically requests that you review section paper clipped." 1 pg.
21	7	8/18/1972	☐	Domestic Policy	Memo	From L. Robert Morgan to Clark MacGregor. RE: "Democrats for Nixon" brochures. 2 pgs.
21	7	8/17/1972	☐	Campaign	Other Document	A general brochure sponsered by the Democrats for Nixon entitled: "Why We Democrats Are Supporting President Nixon." 4 pgs.
21	7		☑	Campaign	Other Document	An advertisement provided by the Democrats for Nixon, in which they use a popular quote by the President to show how he is better suited to care for the elderly in America. *This document is repeated several times throughout. 1 pg.
21	7		☑	Campaign	Other Document	An advertisement provided by the Democrats for Nixon, in which they use a quote from Presidential Nixon in order to demonstrate how he will be better suited to deal with domestic issues like education. 1 pg.

Box Number	Folder Number	Document Date	No Date	Subject	Document Type	Document Description
21	7	8/17/1972	☐	Campaign	Other Document	A brochure created by the Democrats for Nixon, which focuses on the topic of older Americans. Topics covered in the brochure include: Social Security, health care, stability, defense, the economy, etc. 4 pgs.
21	7		☑	Campaign	Memo	From Gordon Strachan to Haldeman. RE: Message that reads: "You have the brochures that the Democrats for Nixon will send with these letters in September." 2 pgs.
21	7		☑	White House Staff	Other Document	From Bruce Miller to Gordon Strachan. RE: A message that reads: "For HRH review." 1 pg.
21	7	7/31/1972	☐	White House Staff	Memo	From Jeb Magruder to Gordon Strachan. RE: The September Mailing. 1 pg.
21	7	7/29/1972	☐	White House Staff	Memo	From Gordon Strachan to Jeb Magruder. RE: Bob Morgan's July 27 memo on the September mailing copy points. 1 pg.

Box Number	Folder Number	Document Date	No Date	Subject	Document Type	Document Description
21	7	8/26/1972	☐	Domestic Policy	Memo	From Gordon Strachan to Larry Higby. RE: The attached package of the Democrats for Nixon brochures, and Clark MacGregor's review and subsequent approval of the material. 1 pg.
21	7		☑	White House Staff	Other Document	A cover sheet from Strachan to Higby that's addressed to Camp David. 1 pg.
21	7		☑	White House Staff	Memo	From Gordon Strachan to Larry Higby. RE: Magruder's meeting with Connally for a "final decision" late on Monday. 1 pg.

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 300

Folder: Democrats for Nixon

Document	Disposition		
1	Retain	Open	
2	Return	Private/Political	Note, Herge to Miller, 10/24.
3	Return	Private/Political	Note, Herge to Miller, 10/24.
4	Return	Private/Political	Notes, "Conn NY," n.d.
5	Return	Private/Political	Memo, Strachan to HRH, 10/24/72
6	Return	Private/Political	Memo, Joanou to Miller, 10/24/72.
7	Return	Private/Political	Memo, Strachan to HRH, 10/23/72.
8	Return	Private/Political	Memo, Ogilvy to Elliott, 10/24/72.
9	Return	Private/Political	Memo, Magruder to HRH, 10/23/72.
10	Return	Private/Political	Memo, Strachan to HRH, 10/24/72.
11	Return	Private/Political	Memo, Snyder to Higby, 10/23/72.
12	Return	Private/Political	Memo, Joanou to Magruder, 10/23/72.
13	Return	Private/Political	Note, Collins to HRH, 10/23/72.
14	Return	Private/Political	Memo, Jones to Strachan, 10/21/72.
15	Return	Private/Political	Memo, Magruder to HRH, 10/23/72.
16	Return	Private/Political	Memo, Joanou to Magruder, 10/23/72
17	Return	Private/Political	Note, Higby to HRH, 10/20.
18	Return	Private/Political	Memo, Higby to HRH, 10/5/72.
19	Return	Private/Political	Talking paper for 2:15 PM meeting, 10/17/72
20	Return	Private/Political	Memo, Higby to HRH, 10/17/72.
21	Return	Private/Political	Memo, Chapin to Strachan, 10/13/72.
22	Return	Private/Political	Memo, Strachan to HRH, 10/16/72.
23	Return	Private/Political	Memo, Higby to HRH, 10/17/72.
24	Return	Private/Political	Memo, Strachan to HRH, 10/13/72.

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 300

25	Return	Private/Political	Memo, Magruder to Connally, 10/17/72.
26	Return	Private/Political	Memo, Chapin to Magruder, 10/13/72.
27	Return	Private/Political	Memo, Chapin to Magruder, 10/14/72.
28	Return	Private/Political	Memo, Strachan to HRH, 10/13/72.
29	Return	Private/Political	Memo, Chapin to HRH, 10/13/72.
30	Return	Private/Political	Memo, Chapin to Magruder, 10/13/72.
31	Return	Private/Political	Memo, Joanou to MacGregor through Magruder, 10/14/72.
32	Return	Private/Political	Memo, Chapin to Magruder, 10/13/72.
33	Return	Private/Political	Notes, "H- Chapin," 10/13.
34	Return	Private/Political	Memo, Colson to Chapin, 10/11/72.
35	Return	Private/Political	Memo, Strachan to HRH, 10/13/72.
36	Return	Private/Political	Memo, Strachan to HRH, 10/13/72.
37	Return	Private/Political	Memo, Chapin to HRH, 10/10/72.
38	Return	Private/Political	Memo, Higby to HRH, 10/5/72.
39	Return	Private/Political	Memo, Chapin to HRH, 10/2/72.
40	Return	Private/Political	Memo, Strachan to Higby, 9/25/72.
41	Return	Private/Political	Memo, Strachan to HRH, 9/20/72.
42	Return	Private/Political	Memo, Strachan to HRH, 9/15/72.
43	Return	Private/Political	Memo, Strachan to HRH, 9/14/72.
44	Return	Private/Political	Memo, Strachan to HRH, 9/7/72.
45	Return	Private/Political	Memo, Strachan to HRH, 9/6/72.
46	Return	Private/Political	Note, Strachan to Higby, 9/11/72.
47	Return	Private/Political	Memo from Bob Morgan, 8/31/72.
48	Return	Private/Political	Memo, Morgan to MacGregor through Morgan 8/18/72.
49	Return	Private/Political	Memo, Strachan to HRH, 9/5/72.
50	Return	Private/Political	G → Magruder, "Amnesty," 9/1.

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 300

51	Return	Private/Political	Note, Strachan to HRH, 8/29/72.
52	Return	Private/Political	Note, L re: MacGregor. n.d.
53	Return	Private/Political	Note, Strachan to HRH, n.d.
54	Return	Private/Political	Memo, Magruder to Strachan, 7/31/72
55	Return	Private/Political	Memo, Strachan to Higby, 8/26/72.

Committee
for the Re-election
of the President

Not to H 10/28

FOR: Bruce Miller

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

FROM: Curt Herge DATE: 10/24

REMARKS:

Sorden

OCT 25 1972

THE WHITE HOUSE

WASHINGTON

OCtober 24, 1972

TO: MISS SANDY CRAM

FROM: ELAINE LA ROCHE

Attached, as per your request,are Counsellor Rumsfeld's comments on the viewing of the Connally political broadcast.

Thank You.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

October 24, 1972

MEMORANDUM

Subject: The Connally half hour television show
Monday evening October 23, 1972

It was about as good as any political telecast could possibly be. It was exceedingly powerful. He did a good job personally--his material was excellent. If one were to try to find some way to criitcize it, about the only thought that would come to mind is that it might have been a bit too powerful. That is to say, that possibly it could have been done in 15 or 20 minutes.

All in all, it was excellent.

Donald Rumsfeld

Committee
for the Re-election
of the President

Not to H

FOR: Bruce Miller

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

FROM: Curt Herge DATE: 10/24

REMARKS:

Gordon

OCT 5 1972

SECRETARY MORTON'S COMMENTS ON

JOHN CONNALLY'S TV PROGRAM

"Last 1/2 was superior to the first"

"Effective to those involved in politics and interested in issues but to the average voter it would seem wordy and they would only have a passing interest in it - he felt 1/2 hour was too long and two showings have been ample."

Conn NY 8.3 on ABC
7.8 on NBC
16.1 - nets
all stations

Fri 10/20

NY	*	WABC	8.3
		NBC	7.8
		CBS	6.8
		NEW	3.9
		WOR	3.7
			30.5

Nationwide -
project 2 networks of
8.3 and 7.8 = 16.1
nationwide

Time
Attend

NY ON for McG

ADMINISTRATIVELY CONFIDENTIAL

October 24, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: GORDON STRACHAN

SUBJECT: Connally Overnight Ratings

The New York Overnight rating for the Connally 1/2 hour last night was 1.9. This compares with Friday's rating of 30.5.

The Los Angeles Overnight was 4.7. This compares with 21.0 on Friday.

GS/jb

THE WHITE HOUSE

WASHINGTON

(F)

Joanne re film of McG-Franken to Seg-VTR

Nielsen's

THE WHITE HOUSE

WASHINGTON

GORDON:

Phil Joanou called at about 10:45 with the Overnights for MacGregor, Connally and McGovern:

CONNALLY - on 5 stations back to back

NEW YORK	30.5
LOS ANGELES	21.0

MacGREGOR - 1 station

NEW YORK	3.9
LOS ANGELES	3.3

McGOVERN - 1 station

NEW YORK	10.1
LOS ANGELES	6.5

THE WHITE HOUSE

WASHINGTON

October 16, 1972
11:00 a.m.

MEMORANDUM FOR: LARRY HIGBY

FROM: ALVIN SNYDER

SUBJECT: Neilsen New York Overnights - RN - 10/14 and McGovern - 10/15

Here are the New York overnights for the President's political broadcast Saturday night October 14 and Senator McGovern's political broadcast last night:

ABC (6th Sense) 10/14	10:30-11:00 p.m.	- 12.4 Rating, 23 Share
CBS (RN) 10/14	10:30-11:00 p.m.	- 10.5 Rating, 19 Share
NBC (Devils Brigade) 10/14	10:30-11:00 p.m.	- 23.3 Rating, 43 Share

The following is the quarter hour breakdown for the President's broadcast:

ABC (6th Sense) 10/14	10:30-10:45 p.m.	- 12.8 Rating, 23 Share
	10:45-11:00 p.m.	- 12.0 Rating, 23 Share
CBS (RN) 10/14)	10:30-10:45 p.m.	- 11.5 Rating, 21 Share
	10:45-11:00 p.m.	- 9.5 Rating, 18 Share
NBC (Devils Brigade) 10/14	10:30-10:45 p.m.	- 23.0 Rating, 41 Share
	10:45-11:00 p.m.	- 23.6 Rating, 44 Share

Senator McGovern's New York half hour overnight averages are as follows:

ABC (Odd Couple) 10/15	10:00-10:30 p.m.	- 29.8 Rating, 44 Share
CBS (Mannix) 10/15	10:00-10:30 p.m.	- 22.9 Rating, 34 Share
NBC (McGovern) 10/15	10:00-10:30 p.m.	- 5.9 Rating, 9 Share

The following is the quarter hour breakdown for Senator McGovern's political broadcast:

ABC (Odd Couple) 10/15	10:00-10:15 p.m.	- 30.0 Rating, 44 Share
	10:15-10:30 p.m.	- 29.6 Rating, 45 Share
CBS (Mannix) 10/15	10:00-10:15 p.m.	- 23.3 Rating, 34 Share
	10:15-10:30 p.m.	- 22.5 Rating, 34 Share
NBC (McGovern) 10/15	10:00-10:15 p.m.	- 7.9 Rating, 12 Share
	10:15-10:30 p.m.	- 3.8 Rating, 6 Share

A national projection of the President's ratings would give him 16,800,000 viewers and 8,400,000 homes. The national projection for Senator McGovern's ratings would be 9,440,000 viewers and 4,720,000 homes.

The President's radio speech Sunday at 7:05 p.m. Eastern Time on CBS, NBC and Mutual had a combined network rating of 4,346,000 listeners according to the Radio Advertising Bureau.

cc: Mr. Chapin
Mr. Clawson
Mr. Colson
Mr. Goode
Mr. Kehrli
Mr. Klein
Mr. Moore
Mr. Scali
Mr. Strachan
Mr. Whelihan

no need

Committee for the Re-election of the President

October 24, 1972

MEMORANDUM

TO: BRUCE MILLER

FROM: PHIL JOANOU

SUBJECT: Reactions to the Connally ½ hour

Attached are the comments you requested on the Connally ½ hour.

cc: Pete Dailey

6. [illegible]

[illegible]

7. [illegible] that the President [illegible]

[illegible]

[illegible]

[illegible]

Mr. [illegible] H. [illegible]
[illegible]
[illegible]
[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible] John Donnelly Sprecher

[illegible]

[illegible]

[illegible]

I think it will be difficult [illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

October 19, 1972

THE WHITE HOUSE

WASHINGTON

ADMINISTRATIVELY CONFIDENTIAL

October 23, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: GORDON STRACHAN S

SUBJECT: Campaign Advertising

CRP/DFN Spot Advertising

The scheduled Budget Meeting to review advertising recommendations and expenditures was cancelled. I advised Magruder and Dailey of your "view" that all positive CRP 60-second ads on Older Americans, Passport, Record, etc., scheduled for the Week of October 23, should be replaced with the DFN attack ads - Turnaround and Welfare - and that the 5-minute spots should be the Connally 5 minutes'.

Clark MacGregor decided that in spite of your "view" that the CRP positive 60's should be run this week and the DFN attack spots should be run next week. He agreed that the Connally 5-minute spots should be run.

Magruder and Dailey believe the MacGregor decision implements the worst of the two arguments. Dailey's theory is that McGovern has been driven down to 34 points by three months of attack. He doubts he can be driven lower by further attack. Instead, Dailey argues that the positive material should be run to hold the President's 60% by giving Democrats and Independents as many positive reasons for continuing to support the President as possible. Dailey's argument is a little more sophisticated than whether voters are voting for the President or against McGovern. Dailey also argues that running the positive material counters the effect of the Watergate attack from McGovern by indicating to the public that any President involved in the great issues and trips for peace couldn't be involved in the political espionage.

Magruder and Dailey now recommend running the DFN 60-second attack ads - Turnaround and Welfare - this week and then running the CRP positive ads next week. All agree that the Connally 5's should be run through to November 7.

Dailey could replace all the network CRP 60's from Tuesday, October 24 with the DFN attack ads if a decision were reached quickly.

Before you decide, you should review the new McGovern attack spots. One quotes Baldwin of Watergate fame saying that Bill Timmons received transcripts of taped telephone conversations. Also, you indicated you wanted to view the three Connally 5's cut from the 30-minute spot. No I didn't

The President meets with Rogers and Kissinger Tuesday at 10 a.m., if you want to view these materials and make the decision regarding advertising for the last two weeks of the campaign.

_____ Set viewing at 10 a.m.

_____ Set viewing at 11:30 (President meeting with Dr. Kraemer).

_____ No need for Haldeman to view materials.

_____ Let MacGregor's decision stand.

_____ Other.

Connally 1/2 Hour

MacGregor decided not to run the Connally 1/2 hour on Thursday. Instead, the Connally 5 will be run Thursday between 9:55 and 10 p.m. The Connally 5 is also scheduled on Saturday at 10:55-11 p.m. on all three networks.

Local Advertising

MacGregor decided to cancel all local TV advertising except for California and Michigan. In California and Michigan, 1/3 of the available spots will be the DFN attack ad Turnaround. The other 2/3 in Michigan will be the CRP Busing spot. The 2/3 in California will be the 60-second Record.

H

[illegible] 1 EAST 53 STREET, NEW YORK 10022, NY [illegible]

[illegible] October 2, 1972 Memorandum

[illegible]

Gordon

[illegible]

[illegible]

1) [illegible] attack me as a thoroughly unpleasant person with bastard.

2) The presentation struck me as dishonest [illegible] to the intelligence.

3) [illegible]

4) [illegible] [illegible].

I.O. [illegible] you furnished in the taste which one would expect of a vulgar, [illegible] interest.

[illegible]

Committee for the Re-election of the President

MEMORANDUM

October 23, 1972

MEMORANDUM FOR: H.R. HALDEMAN

FROM: JEB S. MAGRUDER

SUBJECT: Field Reaction to the Connally 30-Minute Defense Commercial (Friday, October 20)

Several different sources were contacted in determining reaction to the Connally half-hour broadcast Friday, October 20. The overwhelming response was that the commercial was outstanding and has gone a long way in ensuring a substantial victory for the President -- especially among normally Democrat voters. Similarly, Democrats for Nixon reports an "overwhelmingly favorable response" based on 100 plus phone calls and telegrams received, chiefly from Democrats.

In conducting this sampling, we interviewed our local State press personnel as well as outside press sources, telephone center personnel, polling experts known to Bob Teeter, surrogates, and members of the Advertising Advisory Council.

The remainder of this memorandum summarizes the comments of each of these sources.

EDITORS/PUBLISHERS

A dozen newspaper editors or publishers were telephoned for their views of the commercial. Those who saw it liked it.

- Ashton Phelps, President of the Times-Picayune in New Orleans, -- a paper which has endorsed the President's re-election -- said he felt "Connally made a good case for the President and against McGovern...a quite convincing argument."

- Reg Murphy, Editor of the Atlanta Constitution, -- which broke a 100 year-old tradition and endorsed the President last week -- called the commercial "superb, very effective" although he added that he felt it should have "gentled up in the last five minutes."

- Don Goodenow, Managing Editor of the Los Angeles Herald-Examiner, happened to be sitting at an editorial board meeting when we spoke with him. He said the consensus of his editorial board was that it was an excellent presentation and would be quite effective, particularly in the defense conscious areas of Southern California.

Surprisingly, despite its excellent advance promotion, the show was not viewed by such opinion leaders as Floyd Barger of the New York Daily News, Creed Black, Editor of the Philadelphia Inquirer, Clayton Kirkpatrick, Editor of the Chicago Tribune, Murray Moler, Editor of the Ogden Standard Examiner.

However, we believe the consensus that we got from those who did see the show indicates that it was very effective and certainly worth a repeat showing.

STATE PRESS DIRECTORS

CRP State press directors in California, Oregon, Michigan, Ohio, Illinois, New Jersey, and Maryland were interviewed. All of them offered favorable comments about the Connally half-hour pointing out that they thought that the program had "particularly strong appeal among Democratic voters" in their States. Press coverage of the program was limited to wire service stories with Washington datelines that were played on the inside, our press directors reported.

Michigan was the only State reporting calls to the headquarters after the program. They received four calls: three of them were favorable.

TELEPHONE CENTER VOLUNTEERS

New York City: "Mr. John Connally's comments were excellent. It was a patriotic warning to the Nation with all facts provided. It was a patriotic call for the benefit of all the country despite party lines. Mr. Connally showed to the Nation that he was a genius, a great leader for the future."

"Mr. John Connally was great. President Nixon is fortunate to have such a great American Democrat on his side. The quality of the man that came through is indicative of the type of person who understands and supports what Nixon is so dedicated to and is accomplishing for our country."

"The broadcast Friday night was really wonderful; real honest-to-goodness information and instructive."

"John Connally's speech Friday night was wonderful!"

New Jersey: Barbara Clayman thought it "was one of the best PR jobs (she'd) ever seen...many favorable comments..."

Connecticut: "Excellent...well worth watching...best speech of the campaign...wonderful...saw both Connally and McGovern...thought McGovern couldn't compare to Connally...like Connally anyway...thought it was terrific!"

Pennsylvania: "Terrific, wonderful, fabulous, very pleased...especially good with McGovern following... made Connally look even better...nothing negative."

Illinois: "Sincere effort...hit the gut issues...left no doubt in anyone's mind about who we should vote for...received only favorable remarks from people I've talked to..."

Texas: "Everyone is falling all over themselves with enthusiasm...thrilled...but maybe it came on a little strong."

SURROGATES

Only one surrogate, Secretary Petersen, saw the show. He felt "the speech was 'definitely positive' making clear who can negotiate best a fair and constructive deal." Moreover, the Secretary felt that several important points were driven home:

President: "Bargains from strength"

"Bargains in a real world in which adversaries are tough, hard and agressive"

McGovern: "lives in a dream world"

"is trusting and assuming"

"does not understand bargaining is quid pro quo"

POLLING EXPERTS

This morning Bob Teeter contacted nine polling professionals to get their response to the Connally 30-minute program Friday.

Tom Benham, President, Opinion Research

Harry O'Neill, Vice President, Opinion Research, CRP Account Executive

Vince Barabba, Decision Making Information

Richard Wirthlin, President, Decision Making Information, CRP Account Executive

Fred Currier, President, Market Opinion Research

Hale Greenleaf, Central Surveys

John Becker, Becker Research

Tully Plesser, Cambridge Opinion Studies

Bob Colonna, Politicon

O'Neill was the only one to have seen the program. His comments were all favorable. Specifically, he thought Connally "came on well...was dynamic...made several telling points..." He thought the contrast to McGovern was good and that we should rerun the program on the same evenings as McGovern's thirty minute programs; back to back if possible.

Teeter also talked with several other political types he deals with regularly and only two of them saw it. However, most of them had talked to people in their organizations who saw it -- most thought it was effective.

In summary, Teeter could not find enough people who saw it to get much of a reading. Therefore, he asked them all to watch tonight, if possible, and call us tomorrow.

ADVERTISING ADVISORY COUNCIL

No one on the Council saw the ad. We asked that they watch tonight, if possible, and call tomorrow.

THE WHITE HOUSE

WASHINGTON

ADMINISTRATIVELY CONFIDENTIAL

October 24, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: GORDON STRACHAN S

SUBJECT: Connally Overnight Ratings

The New York Overnight rating for the Connally 1/2 hour last night was 1.9. This compares with Friday's rating of 30.5.

The Los Angeles Overnight was 4.7. This compares with 21.0 on Friday.

THE WHITE HOUSE

WASHINGTON

October 23, 1972

MEMORANDUM FOR: LARRY HIGBY

FROM: ALVIN SNYDER AS

SUBJECT: New York Overnight Ratings

The following are Nielsen overnight ratings for yesterday's three TV interview programs:

Face The Nation (CBS) - Shriver, 11:30-Noon

1.8 Rating
1,440,000 Homes, National Projection
2,880,000 Viewers, National Projection

Meet The Press (NBC) - Lou Harris, Noon-12:30 p.m.

2.3 Rating
1,840,000 Homes, National Projection
3,680,000 Viewers, National Projection

Issues And Answers (ABC) - McGovern, 1:00-2:00 p.m.

2.1 Rating
1,680,000 Homes, National Projection
3,360,000 Viewers, National Projection

cc: Charles Colson
Bruce Whelihan

Committee for the Re-election of the President

MEMORANDUM

October 23, 1972

Gordon Strachan

TO: JEB MAGRUDER

FROM: PHIL JOANOU

SUBJECT: Thursday Connally Half-Hour

This is to recommend against the purchase of an additional Connally half hour for the following reasons:

1. It received wide viewing Friday, Oct. 20, because of forced exposure.

2. It will be replayed again on Monday.

3. By Thursday, many of those who want to see the tape will have done so, and it most likely will garner a lower rating on Thursday.

If the objective is to gain additional exposure for the Connally message, some or all of the five minute spots should be employed.

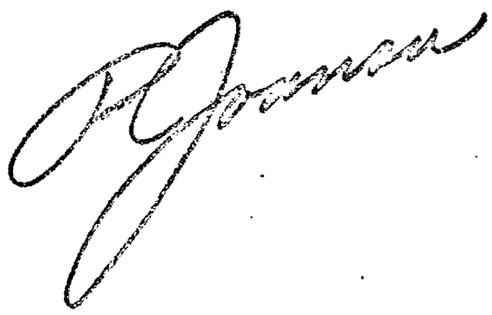
The Connally half hour will do, at best, a 10-12 rating, and most likely much less. On the other hand, the fives programmed for next week are as follows:

Tues. 10/24	NBC	11:55-12:00 Noon	7.1	
	ABC	11:55-12:00 Noon	4.6	
				11.7
Wed. 10/25	NBC	2:25-2:30	9.4	
	CBS	9:55-10:00	21.2	
				30.6
Thurs. 10/26	NBC	3:55-4:00	6.7	
	ABC	4:25-4:30	6.6	
	ABC	10:55-11:00	17.0	
				30.3
Fri. 10/27	CBS	1:55-2:00	11.7	
	ABC	10:55-11:00	17.2	
				28.9
Sat. 10/28	ABC	10:55-11:00	14.0	
	CBS	10:55-11:00	18.3	
	NBC	10:55-11:00	17.3	
				49.6
				151.1

On any given day, the fives will reach significantly more people than an additional half-hour, for less money.

A cost comparison is as follows:

Half-hour	$50 - 75,000
Day Five	$3 - 4,000
Night Five	$10 - 13,000



THE WHITE HOUSE
WASHINGTON

Date 10/23/72

TO: H. R. HALDEMAN

FROM: GEORGE COLLINS

Would you like to view the Connally 5-min. spots made from the 30-min. Connally speech this week?

___Yes, set up a time for Strachan to show the spots.

✓ No, I don't want to see them.

H
FU
10/23

THE WHITE HOUSE

WASHINGTON

October 19, 1972

MEMORANDUM FOR : H. R. HALDEMAN

FROM : GORDON STRACHAN

SUBJECT : Connally 5 Minute Spots

The three 5 minute spots that Bill Carruthers made from the 30 minute Connally speech are available for your review.

MacGregor needs the three spots tape for an hour at 4 p.m. today to show to some prominent Dems.

One of the three spots is scheduled to go on network TV on Oct. 28.

___H to see Connally spots today

___H to see Connally spots over week-end

✓ Other _____

Reishauer 12 n Mon
Ed + Pubs
Gov's
Ets

October 21, 1972

MEMORANDUM FOR: GORDON STRACHEN

FROM: JERRY JONES

SUBJECT: Sample Reactions to Connally Broadcast

The following comments on Secretary Connally's broadcast came from our calls to state headquarters today:

Illinois - Tom Houser, Chairman

Connally was smashingly good - positive - helped with soft Democrats leaning to President. Most helpful. Connally was knowledgable, sincere and effective.

California - Lyn Nofziger, Executive Director

The program was the best thing since the Reagan presentation in 1964. Connally's performance was first rate and that it should be shown in the California area at least twice again before November 7. The Nielson rating was plus 20, which is much higher than anything that the McGovern programs have received. Prior to the next showing, newspaper ads should be placed to promote the program.

Michigan - Jack Gibbs, Chairman

Connally's presentation was the best thing that he has seen since the Reagan presentation in 1964. It was the most powerful thing that has been done during this campaign. The program should be run again on network TV. (Telegram attached.)

New York - Burdell Bixby, Campaign Director

The broadcast was very well received. Headquarters switchboard lit up with favorable calls immediately. Audience seemed to be very impressed.

Maryland - Ed Thomas, Chairman

Fantastic. Many, many calls commenting favorably came in immediately after the telecast.

New Jersey

The Connally broadcast received mixed reaction here. Some thought it was too hard line, too anti. Could have hurt in constituencies where we have made good gains, particularly the young. But seemed strong with the ethnics. Probably helped overall.

Ohio

Best thing we have done - really impressive. Local papers commented favorably in today's edition.

Washington - Gwenn Anderson, Executive Director

Connally was fantastic, right words, right setting. Hope it will be replayed. It helped in Washington. Not widely enough publicized.

Colorado - Jane Harper, Press Director

She attended cocktail party hosted by Johnny Dee, former Democrat, running for District Attorney in Denver as an Independent, to watch the Connally broadcast with a lot of influential Democrats. They thought it was tremendous; thought he was great and all said that because Connally felt this way (supporting the President that they would too. They were also glad that Connally was the man selected to make the broadcast.

West Virginia - Bill Wagner, Director of Volunteers

Connally - well done.

Pennsylvania - Mike Wilman, Press Director

Connally broadcast blitzed 3 major stations with a good viewing time. Effective speech. Would like to see something like this done again. No negative reaction to what Connally said. Would have preferred to hear Humphrey or Jackson rather than voice over by Connally. Defense quotes good. Rusk quote "insane" very effective. Humphrey quotes effective with blue collar worker. Will help in Philadelphia, Scranton and Wilkes Barre.

Nebraska - Dick Day, Executive Director

Connally - positive, positive. Could be compared to Reagan speech in 1964 Goldwater campaign. He hopes it is re-shown at least once.

Georgia - Jerry Busbee, Executive Director

Connally turned many off because he compared Nixon too much to Johnson and Kennedy. Some had no reaction - some thought it was pretty good. Overall effect not much one way or the other.

Kansas - Doug Lewis, Executive Director

Connally was just great.

South Dakota - Dorene Allison

Connally was extremely good. Mentioned points on McGovern stands that had not been brought out before.

Wisconsin

A valuable aid to the Nixon campaign. Show is again on network TV.

Indiana

Connally was very effective with the Indiana electorate. It should be shown again prior to the election.

Arkansas - Doug Wood, Executive Director

Effective. However, we sent a news release to papers and most did not use it. Little Rock Gazette did not mention Connally. So although it was well received, many people missed it. More such broadcasts would be effective.

Alabama - Boone Comer, Chairman

Connally - Don't see how it could be better. Audience very receptive at headquarters.

MICHIGAN
COMMITTEE
FOR THE
RE-ELECTION
OF THE
PRESIDENT

Industrial Building, Suite 1200 • Detroit, Michigan 48226 • (313) 964-2850

MEMO

TO: DON MOSIMAN, JEB MACGRUDER

FROM: JACK GIBBS

THE FOLLOWING WAS SENT TO CLARK MACGREGOR ON SATURDAY, OCTOBER 21.

CLARK. I THOUGHT THE JOHN CONNALLY HALF-HOUR TELEVISION PROGRAM LAST NIGHT WAS THE MOST POWERFUL THING WE'VE DONE IN THIS CAMPAIGN.
I STRONGLY SUGGEST THAT THIS PROGRAM BE RUN AGAIN ON NETWORK T.V.

REGARDS, JACK GIBBS, CHAIRMAN, RE-ELECTION COMMITTEE

To H 10/24

Committee for the Re-election of the President

MEMORANDUM

October 23, 1972

MEMORANDUM FOR: H.R. HALDEMAN

FROM: JEB S. MAGRUDER

SUBJECT: Field Reaction to the Connally 30-Minute Defense Commercial (Friday, October 20)

Several different sources were contacted in determining reaction to the Connally half-hour broadcast Friday, October 20. The overwhelming response was that the commercial was outstanding and has gone a long way in ensuring a substantial victory for the President -- especially among normally Democrat voters. Similarly, Democrats for Nixon reports an "overwhelmingly favorable response" based on 100 plus phone calls and telegrams received, chiefly from Democrats.

In conducting this sampling, we interviewed our local State press personnel as well as outside press sources, telephone center personnel, polling experts known to Bob Teeter, surrogates, and members of the Advertising Advisory Council.

The remainder of this memorandum summarizes the comments of each of these sources.

EDITORS/PUBLISHERS

A dozen newspaper editors or publishers were telephoned for their views of the commercial. Those who saw it liked it.

- Ashton Phelps, President of the Times-Picayune in New Orleans, -- a paper which has endorsed the President's re-election -- said he felt "Connally made a good case for the President and against McGovern...a quite convincing argument."

- Reg Murphy, Editor of the Atlanta Constitution, -- which broke a 100 year-old tradition and endorsed the President last week -- called the commercial "superb, very effective" although he added that he felt it should have "gentled up in the last five minutes."

- Don Goodenow, Managing Editor of the Los Angeles Herald-Examiner, happened to be sitting at an editorial board meeting when we spoke with him. He said the consensus of his editorial board was that it was an excellent presentation and would be quite effective, particularly in the defense conscious areas of Southern California.

Surprisingly, despite its excellent advance promotion, the show was not viewed by such opinion leaders as Floyd Barger of the New York Daily News, Creed Black, Editor of the Philadelphia Inquirer, Clayton Kirkpatrick, Editor of the Chicago Tribune, Murray Moler, Editor of the Ogden Standard Examiner.

However, we believe the consensus that we got from those who did see the show indicates that it was very effective and certainly worth a repeat showing.

STATE PRESS DIRECTORS

CRP State press directors in California, Oregon, Michigan, Ohio, Illinois, New Jersey, and Maryland were interviewed. All of them offered favorable comments about the Connally half-hour pointing out that they thought that the program had "particularly strong appeal among Democratic voters" in their States. Press coverage of the program was limited to wire service stories with Washington datelines that were played on the inside, our press directors reported.

Michigan was the only State reporting calls to the headquarters after the program. They received four calls: three of them were favorable.

TELEPHONE CENTER VOLUNTEERS

New York City: "Mr. John Connally's comments were excellent. It was a patriotic warning to the Nation with all facts provided. It was a patriotic call for the benefit of all the country despite party lines. Mr. Connally showed to the Nation that he was a genius, a great leader for the future."

"Mr. John Connally was great. President Nixon is fortunate to have such a great American Democrat on his side. The quality of the man that came through is indicative of the type of person who understands and supports what Nixon is so dedicated to and is accomplishing for our country."

"The broadcast Friday night was really wonderful; real honest-to-goodness information and instructive."

"John Connally's speech Friday night was wonderful!"

New Jersey: Barbara Clayman thought it "was one of the best PR jobs (she'd) ever seen...many favorable comments..."

Connecticut: "Excellent...well worth watching...best speech of the campaign...wonderful...saw both Connally and McGovern...thought McGovern couldn't compare to Connally...like Connally anyway...thought it was terrific!"

Pennsylvania: "Terrific, wonderful, fabulous, very pleased...especially good with McGovern following... made Connally look even better...nothing negative."

Illinois: "Sincere effort...hit the gut issues...left no doubt in anyone's mind about who we should vote for...received only favorable remarks from people I've talked to..."

Texas: "Everyone is falling all over themselves with enthusiasm...thrilled...but maybe it came on a little strong."

SURROGATES

Only one surrogate, Secretary Petersen, saw the show. He felt "the speech was 'definitely positive' making clear who can negotiate best a fair and constructive deal." Moreover, the Secretary felt that several important points were driven home:

President: "Bargains from strength"

"Bargains in a real world in which adversaries are tough, hard and agressive"

McGovern: "lives in a dream world"

"is trusting and assuming"

"does not understand bargaining is quid pro quo"

POLLING EXPERTS

This morning Bob Teeter contacted nine polling professionals to get their response to the Connally 30-minute program Friday.

Tom Benham, President, Opinion Research

Harry O'Neill, Vice President, Opinion Research, CRP Account Executive

Vince Barabba, Decision Making Information

Richard Wirthlin, President, Decision Making Information, CRP Account Executive

Fred Currier, President, Market Opinion Research

Hale Greenleaf, Central Surveys

John Becker, Becker Research

Tully Plesser, Cambridge Opinion Studies

Bob Colonna, Politicon

O'Neill was the only one to have seen the program. His comments were all favorable. Specifically, he thought Connally "came on well...was dynamic...made several telling points..." He thought the contrast to McGovern was good and that we should rerun the program on the same evenings as McGovern's thirty minute programs; back to back if possible.

Teeter also talked with several other political types he deals with regularly and only two of them saw it. However, most of them had talked to people in their organizations who saw it -- most thought it was effective.

In summary, Teeter could not find enough people who saw it to get much of a reading. Therefore, he asked them all to watch tonight, if possible, and call us tomorrow.

ADVERTISING ADVISORY COUNCIL

No one on the Council saw the ad. We asked that they watch tonight, if possible, and call tomorrow.

Gordon Strachan/

TO
H
10/23

Committee for the Re-election of the President

October 23, 1972

MEMORANDUM

TO: JEB MAGRUDER

FROM: PHIL JOANOU

SUBJECT: Thursday Connally Half-Hour

This is to recommend against the purchase of an additional Connally half hour for the following reasons:

1. It received wide viewing Friday, Oct. 20, because of forced exposure.

2. It will be replayed again on Monday.

3. By Thursday, many of those who want to see the tape will have done so, and it most likely will garner a lower rating on Thursday.

If the objective is to gain additional exposure for the Connally message, some or all of the five minute spots should be employed.

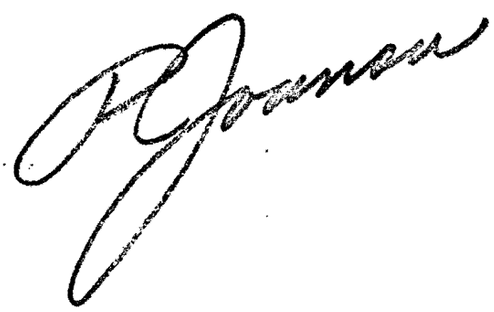
The Connally half hour will do, at best, a 10-12 rating, and most likely much less. On the other hand, the fives programmed for next week are as follows:

Tues. 10/24	NBC	11:55-12:00 Noon	7.1	
	ABC	11:55-12:00 Noon	4.6	
				11.7
Wed. 10/25	NBC	2:25-2:30	9.4	
	CBS	9:55-10:00	21.2	
				30.6
Thurs. 10/26	NBC	3:55-4:00	6.7	
	ABC	4:25-4:30	6.6	
	ABC	10:55-11:00	17.0	
				30.3
Fri. 10/27	CBS	1:55-2:00	11.7	
	ABC	10:55-11:00	17.2	
				28.9
Sat. 10/28	ABC	10:55-11:00	14.0	
	CBS	10:55-11:00	18.3	
	NBC	10:55-11:00	17.3	
				49.6
				151.1

On any given day, the fives will reach significantly more people than an additional half-hour, for less money.

A cost comparison is as follows:

Half-hour	$50 - 75,000
Day Five	$3 - 4,000
Night Five	$10 - 13,000



THE WHITE HOUSE
WASHINGTON

Date _____

TO: H. R. HALDEMAN

FROM: L. HIGBY

With the exception of your notation do you approve of this?

L.

L
Deadline
10/20

NO

Committee for the Re-election of the President

MEMORANDUM

~~CONFIDENTIAL~~

HIGH PRIORITY

October 18, 1972

MEMORANDUM FOR: MR. H. R. HALDEMAN

FROM: JEB S. MAGRUDER

SUBJECT: Connally 30-Minute Commercial on Defense and International Affairs

The John Connally 30-minute commercial will be telecast Friday at 7:30 p.m. EDT (6:30 CDT). Our objective is to saturate all major markets in key States. Thus, we have purchased both ABC and NBC and are planning to purchase local time on CBS affiliates as well as selected independents in approximately 35 markets.

A follow-up telecast is planned for Monday, October 23. At the moment we are negotiating to buy CBS and another network at the best time available.

Based on our meeting yesterday afternoon, and on further discussion since that time, we are planning to promote this commercial heartily throughout the country in a number of different ways:

1. Clark MacGregor has already sent all surrogates as well as State chairmen and Publicity chairmen a letter urging them to build local interest in the show. Included in Clark's mailing is a suggested press release and two speech inserts (Tab A). The sense of urgency surrounding this telecast will be further reinforced by a telegram from Clark MacGregor to the State and Publicity chairmen to be sent today.

2. Television 10-second spot tune-in ads are planned for Thursday night and Friday, and print ads are planned for Friday. Because George Christian objects to the word "IMPORTANT" in the ad, four alternatives have been prepared and appear for your review as Tab B. These television and print ads will run in approximately 35 major markets under the sponsorship of the DFN and will cost about $60,000.

1 - Ford w/ Show in WH press room tday -

3. A press advance showing sponsored by the DFN is planned for Friday at 3:00 p.m. It is our strong feeling that we show the complete Connally tape at this time. We plan to give each network two to three 30-second cuts of the commercial as well as a full 30-minute copy. The writing press will be given a script of the show.

Why?

4. Thirty-second radio actualities will be distributed for broadcast Friday and through the weekend.

5. A telephone tag line will be added to our telephone operations in 10 States (Tab C). This has been wired to the telephone chairmen in the 250 centers and will be used beginning this morning.

In addition, we would make known to the press the fact that the President has seen the Connally message, and that he was so impressed with it that he personally called Connally to congratulate him on one of the finest and most eloquent presentations he has ever seen. This information will be released Thursday afternoon.

Good

Finally, we are planning to have Clark MacGregor address all State campaign workers over national network television between the hours of 6 and 7 a.m. Friday. During this one-hour presentation, Clark would discuss the work that needs to be done between now and the Election and also show some of our advertising, such as the 5-minute youth commercial, turn-around, and the 5-minute China or Russia spot. He would also show the Connally 30-minute presentation. During this telecast, Clark would issue an official challenge to George McGovern to answer the Connally presentation during his own Friday night address which is planned for 10:30.

Although we have considered several other ways of creating controversy around this commercial -- such as allowing Hubert Humphrey or George McGovern see an advance showing of the commercial -- John Connally is opposed to any such promotional activity. However, in effect, we will be able to assure that the McGovern camp is aware of the commercial through the proposed Clark MacGregor network telecast to our State people.

Committee
for the Re-election
of the President 1701 PENNSYLVANIA AVENUE, N.W., WASHINGTON, D.C. 20006 (202) 333-0920

October 17, 1972

Dear Fellow Nixon Supporter:

This Friday evening, October 20, John Connally, Chairman of Democrats for Nixon, will appear on nationwide television (ABC and NBC) with one of the most effective presentations in the history of American politics. The program is scheduled for 7:30 p.m.--6:30 p.m. in the Central Time Zone.

I do not feel that my description of this half-hour program is exaggerated. Mr. Connally figuratively tears apart Senator McGovern's defense proposals and shows that this program for weakness would have a devastating effect on the ability of the United States to defend itself. But it goes beyond the critical issue of national security and defense. It spells out, in hard-hitting detail, how Senator McGovern proposes to abandon foreign policy concepts developed by the past six American Presidents, including four Democrats, and lead this Nation into a new period of dangerous isolation. Mr. Connally cites the great tradition of bi-partisan support in U.S. foreign affairs over the past quarter of a century, and emphasizes to the audience that country must come before party if America is to retain its heritage.

Please encourage other Republicans, Democrats and Independents in all parts of your state to watch this presentation and to encourage others to watch it. In addition to Mr. Connally's outstanding narration, it features film segments, still photographs and graphics which illustrate and underline his points. It is an extremely lucid and forceful program and hopefully will be viewed to the fullest if you use the speech inserts and press release enclosed to encourage all the people of your area to join in watching this exciting political presentation.

With best wishes for a successful campaign wind-up, I am

Sincerely,

Clark

Clark MacGregor
Campaign Director

Enclosures:
Speech Inserts
Press Release

SPEECH INSERT - CONNALLY TV PRESENTATION

Bad — gives it all away

Before I conclude my remarks, I want to urge you to spend a half-hour of your time Friday night watching a very special television program. The time is 7:30 (6:30 Central Time Zone). The place is either the NBC or ABC network. The show is simply a short talk by former Secretary of the Treasury John Connally. The message is this: "We cannot afford to put political party above country."

And I can tell you this -- very few people who watch this program will come away supporting George McGovern's national security policies on their merits.

The reason is that John Connally spells out -- from the point of view of a man who served John F. Kennedy as Secretary of the Navy, who served Richard Nixon as Secretary of the Treasury, who served the people of Texas as Governor -- John Connally spells out just exactly what the stakes are in this election.

The stakes are the survival of a responsible bi-partisan foreign policy in the tradition of the last six Presidents of the United States: Franklin D. Roosevelt, Harry S. Truman, Dwight David Eisenhower, John F. Kennedy, Lyndon B. Johnson ... and Richard Nixon.

The stakes are the chances for peace through negotiation ... the chances for the generation of peace which has been the goal of all of these Presidents and which we are tantalizingly close to reaching.

(More)

The stakes are the continued stability of the Middle East, Europe and Asia. The stakes are strength and peace or weakness and war.

John Connally brings a unique perspective to the analysis of these stakes. As a life-long Democrat who served his country in vital positions in both Democratic and Republican administrations, he is convinced that the path of blind party loyalty this year for members of his party is the path to disaster.

John Connally doesn't question Senator McGovern's sincerity or his intentions ... and neither do I -- but he has concluded, as I have, that the policies George McGovern offers would undo all of the work of 4 Democratic and 2 Republican Presidents.

I urge all Americans -- Democrats, Republicans and Independents -- to watch him explain why on Friday night.

I will repeat again ... very few who watch this program will come away supporting George McGovern's policies for the defense of America and the attainment of peace.

***

SPEECH INSERT - CONNALLY TV PRESENTATION

Friday at 7:30 (6:30 Central Daylight Time), the ABC and NBC television networks will broadcast what must be regarded as one of the most important programs of this or any other season. I'm speaking of a half-hour broadcast by former Secretary of the Treasury John Connally. Using film, still shots and charts, along with his excellent narrative presentation, Mr. Connally discusses the history and the present realities of America's defense and foreign policy positions, and he examines George McGovern's proposals to alter those positions. His conclusion -- and the conclusion of anyone who watches this program -- is that McGovern's policies would undermine a bi-partisan foreign policy constructed over the last generation by six American presidents; that they would impose on America a new period of irresponsible and dangerous isolationism; and that they would reduce us to a second-rate power incapable of defending our interests abroad, or, for that matter, our safety and lives at home.

Good

I urge every American to watch this program, but I especially urge Democrats to see it. Mr. Connally is a Democrat. He served three terms as the Democratic governor of Texas. He served as Secretary of the Navy in the administration of President John F. Kennedy. And yet this year he is serving as National Chairman of the Democrats for Nixon organization. In this program he tells why.

(More)

Mr. Connally goes back into American history to examine the development of our foreign policy, to show how our last six Presidents, beginning with Franklin D. Roosevelt, have formulated realistic, responsible goals for this Nation to pursue in world affairs. And he goes back into history to trace the development -- the consistent, continuing development -- of those dangerous policies which McGovern has advocated in the past and still advocates today.

Mr. Connally lucidly and with devastating effect lays bare the incredible naivete, and the shocking other-worldliness, of McGovern's policies. And he demonstrates what grave consequences would result if those policies were to be implemented by a President McGovern.

He contrasts McGovern proposals with the positive accomplishments of President Nixon -- with the brillian Nixon record of global achievement in foreign affairs, with the historic diplomatic initiatives of the Peking and Moscow trips. And he concludes -- in the great tradition of bi-partisan foreign policy -- that the sound, responsible positions of an Administration cannot be subjugated to the partisan loyalties of the political party which is not in power. He concludes, in short, that country must come before party.

It is said that this election gives the American people more of a choice than any election in recent memory. That is true. And for that reason, it is all the more important that the voters understand

(More)

what the candidates stand for. All Americans -- Democrats and Independents, as well as Republicans -- should watch this program and they should think about what McGovern stands for. If they do, very few will find it possible, on the merits, to support the national security policies advocated by George McGovern.

***

DRAFT PRESS RELEASE - CONNALLY TV PRESENTATION

(YOUR CITY -- DATE) -- (Your name and campaign position) urged Democrats and independents to watch a special thirty-minute telecast tonight by former Treasury Secretary John Connally and predicted that "very few people who witness Mr. Connally's indictment of George McGovern's policies will find it possible to support Senator McGovern's national security policies."

The paid political broadcast is being carried nationwide on the ABC and NBC television networks and is sponsored by Democrats for Nixon, which Connally heads. Locally, it will be carried at (time of broadcast) on (call letters and channel numbers of stations carrying broadcast).

"Secretary Connally exposes in detail the incredible fallacies on which McGovern has fashioned his defense and foreign policy positions," (your name) stated, "and he assesses the devastating effects which McGovern's policies would have not only on America but also on the entire world.

"This is the cutting edge of the rationale which places the rejection of McGovern's policies at the very highest level of priority," he continued. "Mr. Connally analyzes -- in a documented and fascinating study -- the McGovern doctrines which would destroy the bi-partisan foreign policy achievements of the last six American Presidents and reduce America to a second-rate power unable to defend itself.

(More)

"Mr. Connally is a Democrat, but he is a Democrat who sees the great threat which Senator McGovern's policies pose for this Nation. Any Democrat who sees this program will recognize that country must come before party," (your name) said. "And any voter who witnesses Mr. Connally's indictment of George McGovern's policies will find it impossible to support those policies.

"This is the most critical election of this century -- perhaps the most critical in our history," (your name) stated, "and it is especially important for Americans to recognize that George McGovern is not representative of his party or of America -- that he is, in fact, an aberration in our political history and a threat to the security of this Nation and the peace of the world.

"I urge Democrats and independents, as well as Republicans -- all Americans -- to watch this program and to think about the future of their country," he said.

The video-taped presentation features film clips, still shots and charts, along with Connally's narration. Connally is a former three-term Democratic Governor of Texas, Secretary of the Navy in the administration of President John F. Kennedy and Treasury Secretary in the Nixon Administration. He is Chairman of the nationwide Democrats for Nixon organization.

***

Alternative Tune-in Print Ads

1. See "The Clearest Choice" Tonight. The most significant 1/2 hour of the 1972 campaign.

2. Tonight! "The Clearest Choice". The most meaningful 1/2 Hour of the campaign.

3. Tonight -- A show that must be seen by every intelligent voter.

4. A "Must" show for all Democrats and Independents!

DECISION: _____

_____

TAG-LINE ADDED TO ALL TELEPHONE CONVERSATIONS

"For the most important telecast of the 1972 campaign, please tune in on either ABC or NBC at 7:30 EDT (6:30 CDT, 6:30 MDT, or 7:30 PDT as applicable) on Friday night, and let your friends know too.

John

THE WHITE HOUSE

WASHINGTON

October 5, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: L. HIGBY L

SUBJECT: Democrats for Nixon T.V. Ads

Jeb Magruder called me from his office to report that he is meeting with Leonard Marks right now and that Connally talked to Marks last night with explicit instructions that Marks is to cancel any advertising for Democrats for Nixon that makes their budget go over $1,000,000. By the end of next week we will have spent $1,444,000 which means that if we are to follow Connally's instructions, we will have to cancel all of the Democrats for Nixon advertising for the next week. Connally also told Marks that he really didn't like the idea of doing 1/2 hours, but would if the President really wanted him to. He thought five minutes might be better.

Magruder feels strongly that you should call Connally and discuss this. He indicates the problem centers around the fact that the Democrats for Nixon aren't raising money like they thought they would and C onnally is a little worried about his credibility if he can't deliver the money. He also believes -- but has no proof -- that Connally's people are lobbying against stepping up the Democrats for Nixon ads and C onnally is concerned about this. He believes that Connally is being told that he is being used as the Agnew of '72.

Magruder reports that there would be no problem, of course, for us to fund or supplement funds for the Democrats for Nixon, but to use existing funds would mean showing a transfer or us subsidising that group, something he doesn't believe Connally or we want to do. Also, if we were to take future incoming monies pledged to us and transfer them to the Democrats for Nixon directly, we would have to get Stans' concurrence, something Magruder feels would be a problem right now.

Committee for the Re-election of the President

MEMORANDUM

October 2, 1972

MEMORANDUM TO: CLARK MacGREGOR

THROUGH: JEB S. MAGRUDER

FROM: PHIL JOANOU

SUBJECT: Advertising Decisions for the Week of 10/9

Attached is the schedule for network and local advertising for the week of 10/9. 440 - D.F.N.

The following decisions are required:

1. Network commercial schedule of "Welfare" :60, "Older Americans" and "Environment" 5's. This decision is required by 10/4.

Approve ✓ Disapprove_____ Comment_____

2. Purchase of $220,886 in local advertising in fifteen states, extending last week's plan. Decision is needed today (10/2).

Approve_____ Disapprove_____ Comment ? Vo rec.

3. Local spot schedule of the "Welfare" :60. This decision is needed by 10/4.

Approve ✓ Disapprove_____ Comment_____

cc: Pete Dailey

But I would see questions Texas + Md.

LOCAL ADVERTISING

10/9/72

State/Market	Media	Subject	Cost/Wk.
California Los Angeles San Francisco Fresno San Diego Sacremento Bakersfield	Spot TV/Radio	Welfare (TV) Youth (radio)	$71,361
New York New York City Buffalo Syracuse Rochester	Spot TV/radio	Welfare (TV) Youth (radio)	$51,366
Michigan Detroit Flint	Spot TV	Welfare	$8,633
Missouri St. Louis	Spot TV	Welfare	$6,150
Wisconsin Milwaukee	Spot TV	Welfare	$3,450
Illinois Chicago	Spot TV	Welfare	$16,200
Ohio Cleveland Toledo	Spot TV	Welfare	$7,939
Texas Houston	Spot TV	Welfare	$4,800
Pennsylvania Philadelphia Pittsburgh	Spot TV	Welfare	$17,475
Maryland Baltimore	Spot TV	Welfare	$5,250
Minnesota Minneapolis/St. Paul	Spot TV	Welfare	$5,700
Massachusetts Boston	Spot TV	Welfare	$10,800
Washington Seattle [illegible]	Spot TV	Welfare	$5,670

State/Market	Media	Subject	Cost/Wk
Oregon Portland	Spot TV	Welfare	$3,414
West Virginia Charleston	Spot TV	Welfare	$2,678

Date: 9/22/72

Division #: 1

WEEKLY NETWORK TV SCHEDULE

Week of: 10/9/72

Date	Day	Net	Program	Approx. Time (EST)	Annct. Length	Commit. Date	Estimated Cost (Net) Time Cost ($)	Int'g Chgs. ($)	Edit Chgs. ($)	Misc Chgs. ($)	Total Cost ($)	Est. Rtg. (%)	Commercial Schedul. Name	Cont'l.
10/9	Mon.	ABC	Bewitched	11:55-12:00N	5 Min.	9/25	2,458	213	5,000	-	7,671	4.6	Older Americans	
		NBC	Laugh In	8:00-9:00PM	60"	9/29	25,500	298	-	-	25,798	18.9	Welfare	
		CBS	Bill Cosby	10:00-11:00PM	60"	10/2	34,600	250	-	-	34,850	18.1	Welfare	
10/10	Tue.	NBC	Today Show	8:55-9:00AM	5 Min.	9/26	3,974	149	1,500	-	5,623	4.2	Older Americans	
		NBC	The Bold Ones	9:00-10:00PM	60"	10/3	21,250	298	-	-	21,548	19.1	Welfare	
10/11	Wed.	CBS	As The World Turns	1:55-2:00PM	5 Min.	8/25	5,134	470	-	-	5,604	11.7	Older Americans	
		ABC	Love American Style	4:25-4:30PM	5 Min.	9/27	2,458	213	5,000	-	7,671	6.6	Older Americans	
		NBC	Search	10:00-11:00PM	60"	10/4	22,100	298	-	-	22,398	16.2	Welfare	
10/12	Thur	ABC	The Men	9:00-10:00PM	60"	10/3	30,300	300	-	-	30,600	16.4	Welfare	
		CBS	Thursday Movie	10:55-11:00PM	5 Min.	10/5	11,297	235	2,000	-	13,532	19.1		
		NBC	Dean Martin	10:00-11:00PM	60"	10/2	22,950	298	-	-	23,248	17.5	Welfare	
10/13	Fri.	CBS	Friday Movie	10:55-11:00PM	5 Min.	10/6	11,335	235	2,000	-	13,570	18.3	Environment	
		ABC	Love Amer. Style	10:55-11:00PM	5 Min.	9/22	5,766	213	5,000	-	10,979	17.2	Environment	
		NBC	Banyon	10:00-11PM	60"	10/6	20,400	298	-	-	20,698	14.6	Welfare	
10/14	Sat.	NBC	Emergency	8:00-9:00PM	60"	10/6	19,550	298	-	-	19,848	13.2	Welfare	
		ABC	Streets of San Fran	9:00-10:00PM	60"	10/5	30,300	300	-	-	30,600	15.6	Welfare	
		ABC	The Sixth Sense	10:55-11:00PM	5 Min.	9/22	5,766	213	5,000	-	10,979	14.0	Environment	
10/15	Sun.	NBC	Sun. Mystery	8:30-10:00PM	60"	10/6	28,050	298	-	-	28,348	20.4	Welfare	
				TOTAL DAY	4 Ann.		14,024	1,045	11,500	-	26,569	27.1		
				TOTAL NIGHT	14 Ann.		289,164	3,832	14,000	-	306,996	238.6		
				GRAND TOTAL	18 Ann.		303,188	4,877	25,500	-	333,565	265.7		

TALKING PAPER FOR 2:15 p.m. MEETING -- October 17, 1972

In attendance: Malek, Magruder, Colson, Chapin, Dailey, and possibly MacGregor.

Objective: To get this group to promote to the maximum extent possible the Connally tape on McGovern.

1. The Buy -- We're to buy two networks both Friday and Monday and as many Independents as possible in key opinion markets i.e., New York, Los Angeles, San Francisco, Chicago.

   -- Need a complete plan for daytime run ~~air~~ next week.

2. Promotion:

   Print -- We need a tune-in ad with guts that builds response and concern, that gets people to watch, not go to the movies. We need a different ad and rational for the Monday broadcast.

   Radio and TV -- We need tune-ins using excerpts of the speech for both broadcasts. These need to build the same interest as the print ads.

   Phone campaign

   The Campaign Organization -- We need to get the word to the Campaign organization to watch and make sure they are getting the word to their local areas to Independents and Democrats.

   Opinion Makers -- As with any Presidential broadcast, we should encourage tune-in by all our contact groups, i.e., Unions, Service Clubs, Key Leaders, Opinion Makers, and Editors, etc.

   Build up at the White House -- Our people on a controlled basis need to get the word out that we have a block-buster coming, that they've seen it and know its dynamite -- Get a column or two before Friday. Have Ziegler talk to the wires.

These are just a few ideas but we need to make this a major event -- not just another commercial -- by going all out to use every resource at our disposal.

LH
10/17/72

THE WHITE HOUSE

WASHINGTON

October 17, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: L. HIGBY

SUBJECT: Connally Thirty-Minute Program

Attached is the basic promotion plan on the Connally thirty-minute program. Magruder has forwarded this to John Connally and George Christian. Both have reacted favorably but will be getting back to Jeb a little later on today with specific comments.

You should note item 4 on page 2 suggesting that the thirty minutes be shown at a private reception to major bureaus or wire services on Thursday. As I understand it you do not favor this idea and we should get back to Jeb quickly to let him know that it is going to be revised.

Please note your comments on this and then let's get this material back to Magruder via Strachan.

We've got a few too many people in the act on this with Chapin and Colson both hitting you with their ideas and it would probably be better if we kept one channel to keep the signals straight.

Attachment

G. Stans saw

Committee for the Re-election of the President

MEMORANDUM

October 17, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR THE HONORABLE JOHN CONNALLY

SUBJECT: 30-Minute Defense Commercial

As you know, we are currently planning to show your 30-minute defense commercial on Friday, October 20, at 7:30 p.m. (EDT). To date, we have cleared ABC and are 95% certain of NBC. We also plan to purchase local time in approximately 35 major markets. Now booked.

In addition to the Friday showing, we plan to run the commercial again on Monday, October 23, on one network at the best time we can acquire. Not booked yet. Try CBS.

Friday's showing should keep us clear of the World Series which is not scheduled then. However, if any one game is rained out on Tuesday, Wednesday, or Thursday, it will then be played Friday night. Thus, we run some risk of being preempted on NBC and would be left opposite the World Series on ABC.

A large home and press audience is of course essential to the success of this commercial. In order to assure a large audience, a seven-point promotional program is planned:

1. We understand you will hold a press conference on Tuesday, October 17, 12:15 at which time you will focus on McGovern's failure to speak to the issues facing the American people. You will then indicate that you will personally address the issues on Friday, October 20, at 7:30 p.m. (EDT).

2. CRP and the DFN will distribute a press release on Tuesday, October 17, to all State Nixon and DFN Chairmen and PR Chairmen encouraging them to announce the show in their areas and involve local press.

3. Television 10-second spot tune-in ads are planned for Thursday night and Friday, and print ads are planned for Friday. The copy of these ads will not indicate what is to be said in the commercial, but rather will encourage all Americans planning to vote on November 7 to tune in on the television show. Both the television and print ads will run in approximately 35 major markets under the sponsorship of the DFN. (Attached is a sample of the print ad.)

4. Special showing is planned for the writing press. Currently, there are two schools of thought on this showing. The first is to show the full 30-minute commercial at 2:00 p.m. Thursday at a reception for 30 or 40 of the major bureaus and wire services. The other alternative is to show it Friday at 6:00 p.m. Currently we favor the Thursday showing because it will ensure the press sufficient time to develop stories for the Friday papers. In addition, it gives McGovern an opportunity to respond which should favor us in that it will create controversy around the show. As above, the DFN will sponsor this reception. H note

COMMENT: _____

_____

5. A network advance showing is planned for Friday at 2:00 p.m. at which time we will give each network a tape of the commercial. This showing should be at your headquarters.

6. We plan to provide actualities of the commercial for radio broadcast Friday. excerpts — OK — also for TV

7. There is some thought at this time to have a special showing for the State and Defense Department press corps by the DFN. However, this may build a negative press reaction because of the tendency of these particular press people to pick at the facts and less at the political implications of the commercial.

COMMENT: _____

_____

In summary, we plan to air the commercial Friday on both ABC and NBC and recommend that we move ahead on the promotional plan as outlined in the seven points above.

APPROVE: _____ DISAPPROVE: _____

COMMENT: _____

Jeb S. Magruder
Deputy Campaign Director

This is a total disaster

ATTACHMENT

Still undecided?

Democrats, Independents, Republicans —

Tonight.
A frank discussion of the important issues of the '72 election that cut across party lines.

7:30 pm (EST), 6:30 pm (Central)
XYX, XYX, & XYX.

← C suggest this

which will insure no audience.

THE WHITE HOUSE

WASHINGTON

October 13, 1972

MEMORANDUM FOR: GORDON STRACHAN

FROM: DWIGHT L. CHAPIN

Regarding the Connally show, I don't know who arranges to have press previews but somebody should do that and it should be done on Wednesday. They should have a press preview and give out a script for the program. We should also make arrangements to supply the networks with clips of the show which will run that evening. We should pull out those clips which are most dramatic and make the toughest points.

I would imagine that this would all be handled through the Democrats for Nixon with the primary contact being George Christian but again I don't know how you want to handle this.

One other thought, we can have some tapes made to use on radio, which can be released. We may also want to think in terms of having the stuff put on our spotmaster on Wednesday afternoon so that it's usable and helps build the audience for that night.

cc: Chuck Colson

THE WHITE HOUSE

WASHINGTON

ADMINISTRATIVELY CONFIDENTIAL

October 16, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: GORDON STRACHAN S

SUBJECT: TV Buys

Peter Dailey had the answers this afternoon to the questions you asked on the attached memorandum. To summarize:

Democrats:

Friday, October 20 - 10:30-11:00 p.m.- ABC McGovern on Economics

Wednesday, October 25 - 7:30-8:00 p.m. - ABC McGovern on Unknown Subject

Monday, November 6 - 8:30-9:00 p.m. - ABC Subject Unknown

Connally's 1/2 hour:

Friday, October 20 - 7:30-8:00 p.m. - NBC, ABC, and 34 CBS local TV markets

Monday, October 23 - Negotiating; no time or network set

Go for independents

THE WHITE HOUSE

WASHINGTON

PS

Answer today please

L

ADMINISTRATIVELY CONFIDENTIAL

October 16, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: GORDON STRACHAN S

SUBJECT: TV Buys

Joanou reports that the Democrats have cleared 10:30-11:00 p.m. on Friday, October 20 for McGovern's speech on Economics. what network

The November Group is buying Friday, October 20 at 7:30 p.m. for the Connally 1/2 hour, What about Monday

The Democrats have also cleared October 25, 7:30-8:00 p.m., for a McGovern speech. Subject and network are not yet known. they can't clear it w/o a network

October 17, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: L. HIGBY

SUBJECT: Connally Thirty-Minute Program

Attached is the basic plan on the Connally thirty-minute program. Magruder has forwarded this to John Connally and George Christian. Both have reacted favorably but will be getting back to Jeb a little later on today with specific comments.

You should note item 4 on page 2 suggesting that the thirty minutes be shown at a private reception to major bureaus or wire services on Thursday. As I understand it you do not favor this idea and we should get back to Jeb quickly to let him know that it is going to be revised.

Please note your comments on this and then let's get this material back to Magruder via Strachan.

We've got a few too many people in the act on this with Chapin and Colson both hitting you with their ideas and it would probably be better if we kept one channel to keep the signals straight.

Attachment

LH:kb

7

THE WHITE HOUSE

WASHINGTON

ADMINISTRATIVELY CONFIDENTIAL

October 13, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: GORDON STRACHAN S

SUBJECT: Leak of Information on Connally Speech

Colson expressed reservations about leaking information to the press about the dispute within the White House Staff and the CRP regarding when to run the Connally 1/2 hour blockbuster. Colson thinks Connally might get mad.

Magruder and Chapin moved the line to the press after their meeting with you today at 1 p.m.

Also, Magruder and Dailey are making preliminary contacts with the networks to buy Wednesday, October 18 at 7:30 p.m. On Monday, they plan on contacting local stations to fill in markets in key states.

You may want to advise Connally of this planned promotion of his speech.

Committee for the Re-election of the President

MEMORANDUM

October 17, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR THE HONORABLE JOHN CONNALLY

SUBJECT: 30-Minute Defense Commercial

As you know, we are currently planning to show your 30-minute defense commercial on Friday, October 20, at 7:30 p.m. (EDT). To date, we have cleared ABC and are 95% certain of NBC. We also plan to purchase local time in approximately 35 major markets.

In addition to the Friday showing, we plan to run the commercial again on Monday, October 23, on one network at the best time we can acquire.

Friday's showing should keep us clear of the World Series which is not scheduled then. However, if any one game is rained out on Tuesday, Wednesday, or Thursday, it will then be played Friday night. Thus, we run some risk of being preempted on NBC and would be left opposite the World Series on ABC.

A large home and press audience is of course essential to the success of this commercial. In order to assure a large audience, a seven-point promotional program is planned:

1. We understand you will hold a press conference on Tuesday, October 17, at which time you will focus on McGovern's failure to speak to the issues facing the American people. You will then indicate that you will personally address the issues on Friday, October 20, at 7:30 p.m. (EDT).

2. CRP and the DFN will distribute a press release on Tuesday, October 17, to all State Nixon and DFN Chairmen and PR Chairmen encouraging them to announce the show in their areas and involve local press.

3. Television 10-second spot tune-in ads are planned for Thursday night and Friday, and print ads are planned for Friday. The copy of these ads will not indicate what is to be said in the commercial, but rather will encourage all Americans planning to vote on November 7 to tune in on the television show. Both the television and print ads will run in approximately 35 major markets under the sponsorship of the DFN. (Attached is a sample of the print ad.)

4. Special showing is planned for the writing press. Currently, there are two schools of thought on this showing. The first is to show the full 30-minute commercial at 2:00 p.m. Thursday at a reception for 30 or 40 of the major bureaus and wire services. The other alternative is to show it Friday at 6:00 p.m. Currently we favor the Thursday showing because it will ensure the press sufficient time to develop stories for the Friday papers. In addition, it gives McGovern an opportunity to respond which should favor us in that it will create controversy around the show. As above, the DFN will sponsor this reception.

COMMENT: _____

_____

5. A network advance showing is planned for Friday at 2:00 p.m. at which time we will give each network a tape of the commercial. This showing should be at your headquarters.

6. We plan to provide actualities of the commercial for radio broadcast Friday.

7. There is some thought at this time to have a special showing for the State and Defense Department press corps by the DFN. However, this may build a negative press reaction because of the tendency of these particular press people to pick at the facts and less at the political implications of the commercial.

COMMENT: _____

_____

In summary, we plan to air the commercial Friday on both ABC and NBC and recommend that we move ahead on the promotional plan as outlined in the seven points above.

APPROVE: _____ DISAPPROVE: _____

COMMENT: _____

Jeb S. Magruder
Deputy Campaign Director

ATTACHMENT

Still undecided?

Tonight.
A frank discussion of the important issues of the '72 election that cut across party lines.

7:30 pm (EST), 6:30 pm (Central)
XYX, XYX, & XYX.

October 13, 1972

MEMORANDUM FOR: JEB MAGRUDER

FROM: DWIGHT L. CHAPIN

Per our telephone conversation, you should determine what the best buy would be for Connally on Wednesday evening, October 18. We want to go for the biggest audience possible.

We would like to follow up the Wednesday night broadcast with one for Friday so we need to have a recommendation on that buy also. Once you get your recommendation, please send it to Bob via Gordon.

cc: Gordon Strachan

Committee for the Re-election of the President

MEMORANDUM

October 13, 1972

MEMORANDUM FOR: CLARK MACGREGOR

THROUGH: JEB MAGRUDER

FROM: PHIL JOANOU

SUBJECT: Connally Network One-half hour.

It is our understanding that the following plans are being considered for next week:

TUESDAY 10/17: Press conference by Connally. Selected press showing of Connally tape. Network airing of show on 2-3 networks, or one network and local affiliates in major markets (preliminary cost estimate $200,000-$250,000).

FRIDAY: 10/20 Repeat on one network (Estimate $65,000)

We need a decision immediately in order to begin network negotiations to clear time if this plan is approved.

PJoanou

Subsequently, we learned the World Series is scheduled for Tues, Wed, Thurs at 8:00 pm (EST) We recommend Friday 10/20 or Monday 10/23.

PJ

High Priority

EYES ONLY

October 14, 1972

MEMORANDUM FOR: JEB MAGRUDER

FROM: DWIGHT L. CHAPIN

Bob said that he had talked with Clark MacGregor and that it is Clark's theory that the dollars used to buy the Connally time will have to be raised by the Democrats for Nixon. He feels the way to do that is to assemble the money types in New York and in Chicago, show them the film and then get a million dollars from the group in New York and a million dollars from the group in Chicago in order to run the time.

I explained to Bob the problem with the World Series and he feels that we should go with a Friday buy which would be Friday, October 20, and then buy again on Monday, October 23.

Let's move on the Friday buy and come in with a recommendation on the Monday buy as to which may be the best half hour. We may not want to go with the full-fledged all market buy on Monday as we're going to do on Friday.

cc: Gordon Strachan

THE WHITE HOUSE

WASHINGTON

ADMINISTRATIVELY CONFIDENTIAL

October 13, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: GORDON STRACHAN S

SUBJECT: Connally Speech TV Buy

Magruder and Joanou have learned that the World Series #3 and #4 games will be on Tuesday and Wednesday at 8 p.m. EDT. This means 7:30 p.m. buy on Wednesday would probably have excellent Eastern coverage but very poor Western coverage. Magruder and Joanou are suggesting Friday, which will probably be a "rest day" for the Series.

Magruder is preparing a detailed memorandum outlining the options by market, audience reach, etc.

THE WHITE HOUSE

WASHINGTON

October 13, 1972

HIGH PRIORITY

MEMORANDUM FOR: H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN

Jeb wanted me to relay the fact that Clark MacGregor will be calling you. He viewed the Connally tape and feels it is tough and hard-hitting. He feels that the dollars are going to have to be raised by the Democrats for Nixon since Stans evidently has a money problem. He also feels that it should wait ten days before airing.

October 13, 1972

MEMORANDUM FOR: JEB MAGRUDER

FROM: DWIGHT L. CHAPIN

Will you please send in a recommendation on newspaper tune-in advertising for the Connally show. We should really build that program up.

cc: Gordon Strachan.

H

Committee for the Re-election of the President

MEMORANDUM

October 14, 1972

MEMORANDUM FOR: CLARK MacGREGOR

THROUGH: JEB MAGRUDER

FROM: PHIL JOANOU

SUBJECT: Connally Network One-Half Hour

Revised plans for the telecast of Connally's half hour tape are as follows:

1. We will begin negotiations for simultaneous half hour network showings on Friday October 20 at 7:30 - 8:00 p.m. In addition, we will clear local stations in major markets for this same period in order to gain as large an audience as possible. The preliminary cost estimate for this show is $200,000 - $250,000.

2. The same half hour will be scheduled again on one network on Monday October 23. The estimated expenditure for this telecast is $50,000 - $85,000.

3. During the week of October 16, a Connally press conference will be scheduled and a separate conference with selected members of the press would be scheduled to show the film and provide excerpts. The purpose of these conferences is to build audiences for the telecast.

4. Friday has been selected as the first telecast date to avoid competing with the World Series which is scheduled for evening television on Tuesday, Wednesday, and Thursday.

Your decision to proceed with this plan is required by Monday October 16, 10:00 a.m. Lead time is required to clear networks and local affiliates for a paid broadcast of this magnitude.

PJoanou

October 13, 1972

MEMORANDUM FOR: MR. JEB MAGRUDER

FROM: DWIGHT L. CHAPIN

When the President met with Jim Copley today in his office, he indicated two things: (1) He wanted Copley to look at the Connally tape. We have shown him the 5-minute version. (2) He told Copley that we would be buying some tune-in advertising in the Copley papers for the Connally speech. Will you please see that this is executed?

cc: Mr. Strachan

10/13

H - Chapin
great; at rally would bring cheers
maybe pull 4 - 5 min spots
for news leads to the 30 min.
Can - better to excerpt 5s for 30s
CAM - wouldn't cut it up - too
powerful now
Have PJB to select
- We could buy local option,
massive time.
- H: make 2 - 3 5s for the 30
don't re shoot 5s
60's prob not get except
Nov 7 - Allen
Amnesty
McG Def Plan
Conn Hotel Pr Conf
Give Pets 3 selected spots
- attack media - to
get them to focus on issues.
- Mon. Rogers hits Post

C - to prepare
Plan for next week

Start on 2nd plan
- Get special going re
Bloodhunter

THE WHITE HOUSE

WASHINGTON

Gordon C

October 11, 1972

MEMORANDUM FOR: DWIGHT CHAPIN

FROM: CHARLES COLSON

We want to really put a lot of advance publicity around the Connally speech. Clawson and Abrahams will, of course, handle that, but I also think we need a major advertising promo effort. Let's not miss the weekly TV books and let's get ads on the TV pages of the newspapers on the day that the program is to run. I really feel that it's important that we get the kind of advance build-up that McGovern demonstrated that he was so successful at with his speech yesterday.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

October 10, 1972

MEMORANDUM FOR: MR. H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN

SUBJECT: Connally Television Speech

It is recommended that the Connally speech - in five minute and/or thirty minute form - run the week of October 15.

SCHEDULE FOR WEEK OF OCTOBER 15

Sunday, October 15	Rogers - Issues and Answers — P. Radio
Monday, October 16	SALT II
Tuesday, October 17	Vice President's Speech - Taxes and Spending What time?
Wednesday, October 18	President - Radio - Camp David
Thursday, October 19	President - Press Conference?
Friday, October 20	Rogers' Speech
Saturday, October 21	Trip?/Radio C.D.?

McGovern on Issues and Answers ——Sunday, October 22

Monday, October 23	President - New York

On Tuesday, October 17, and Thursday, October 19, the November Group is recommending five minute buys. One of these buys could be used for the five minute version of the speech. Since the speech should help to hold votes, and should run soon, and since it is on foreign affairs and a good follow up to SALT II, I recommend using the Tuesday 5 minute spot for Connally.

Let's see how good the 5 min is first

With McGovern going on Issues Sunday, October 22, playing for the Sunday and Monday news, it would seem logical to bring Connally down on top of him Sunday night. I agree with you or Larry that we should go for audience and it might be our best buy would be on Sunday night - at least that is what we should have the November Group look at. Obviously, we would run the 30 minute version.

Besides the Sunday audience - if release of the speech is made early - I guarantee it will make news and pull strong against McGovern in Monday morning's press.

Colson feels we should buy a half-hour next Tuesday, as well as on Sunday, October 22. He would then follow up with the five minute versions. Chuck's second choice would be the thirty minute version on Tuesday and the five minute version on Sunday, October 22. Last choice, he would opt for the plan I recommend of five minutes Tuesday and the thirty minutes on Sunday.

TUESDAY, OCTOBER 17 - CONNALLY 5 MINUTES/OR 30 MINUTE?

5_____ 30_____ OTHER_____

SUNDAY, OCTOBER 22 - 5 MINUTES/OR 30 MINUTES?

5_____ 30_____ OTHER_____

I basically agree w/ Colson

ADMINISTRATIVELY CONFIDENTIAL

October 13, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: GORDON STRACHAN

SUBJECT: Connally Speech TV Buy

Magruder and Joanou have learned that the World Series #3 and #4 games will be on Tuesday and Wednesday at 8 p.m. EDT. This means 7:30 p.m. buy on Wednesday would probably have excellent Eastern coverage but very poor Western coverage. Magruder and Joanou are suggesting Friday, which will probably be a "rest day" for the Series.

Magruder is preparing a detailed memorandum outlining the options by market, audience reach, etc.

GS/jb

ADMINISTRATIVEEY CONFIDENTIAL

October 13, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: GORDON STRACHAN

SUBJECT: Leak of Information on Connally Speech

Colson expressed reservations about leaking information to the press about the dispute within the White House Staff and the CRP regarding when to run the Connally 1/2 hour blockbuster. Colson thinks Connally might get mad.

Magruder and Chapin moved the line to the press after their meeting with you today at 1 p.m.

Also, Magruder and Dailey are making preliminary contacts with the networks to buy Wednesday, October 18 at 7:30 p.m. On Monday, they plan on contacting local stations to fill in markets in key states.

You may want to advise Connally of this planned promotion of his speech.

GS/jb

October 10, 1972

MEMORANDUM FOR: MR. H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN

SUBJECT: Connally Television Speech

It is recommended that the Connally speech - in five minute and/or thirty minute form - run the week of October 15.

SCHEDULE FOR WEEK OF OCTOBER 15

Sunday, October 15	Rogers - Issues and Answers
Monday, October 16	SALT II
Tuesday, October 17	Vice President's Speech - Taxes and Spending
Wednesday, October 18	President - Radio - Camp David
Thursday, October 19	President - Press Conference?
Friday, October 20	Rogers' Speech
Saturday, October 21	Trip?/Radio C.D.?

McGovern on Issues and Answers ——Sunday, October 22

Monday, October 23	President - New York

On Tuesday, October 17, and Thursday, October 19, the November Group is recommending five minute buys. One of these buys could be used for the five minute version of the speech. Since the speech should help to hold votes, and should run soon, and since it is on foreign affairs and a good follow up to SALT II, I recommend using the Tuesday 5 minute spot for Connally.

With McGovern going on Issues Sunday, October 22, playing for the Sunday and Monday news, it would seem logical to bring Connally down on top of him Sunday night. I agree with you or Larry that we should go for audience and it might be our best buy would be on Sunday night - at least that is what we should have the November Group look at. Obviously, we would run the 30 minute version.

Besides the Sunday audience - if release of the speech is made early - I guarantee it will make news and pull strong against McGovern in Monday morning's press.

Colson feels we should buy a half-hour next Tuesday, as well as on Sunday, October 22. He would then follow up with the five minute versions. Chuck's second choice would be the thirty minute version on Tuesday and the five minute version on Sunday, October 22. Last choice, he would opt for the plan I recommend of five minutes Tuesday and the thirty minutes on Sunday.

TUESDAY, OCTOBER 17 - CONNALLY 5 MINUTES/OR 30 MINUTE?

5_____ 30_____ OTHER_____

SUNDAY, OCTOBER 22 - 5 MINUTES/OR 30 MINUTES?

5_____ 30_____ OTHER_____

cc: Mr. Strachan

October 5, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: L. HIGBY

SUBJECT: Democrats for Nixon T.V. Ads

Jeb Magruder called me from his office to report that he is meeting with Leonard Marks right now and that Connally talked to Marks last night with explicit instructions that Marks is to cancel any advertising for Democrats for Nixon that makes their budget go over $1,000,000. By the end of next week we will have spent $1,444,000 which means that if we are to follow Connally's instructions, we will have to cancel all of the Democrats for Nixon advertising for the next week. Connally also told Marks that he really didn't like the idea of doing 1/2 hours, but would if the President really wanted him to. He thought five minutes might be better.

Magruder feels strongly that you should call Connally and discuss this. He indicates the problem centers around the fact that the Democrats for Nixon aren't raising money like they thought they would and C onnally is a little worried about his credibility if he can't deliver the money. He also believes -- but has no proof -- that Connally's people are lobbying against stepping up the Democrats for Nixon ads and C onnally is concerned about this. He believes that Connally is being told that he is being used as the Agnew of '72.

Magruder reports that there would be no problem, of course, for us to fund or supplement funds for the Democrats for Nixon, but to use existing funds would mean showing a transfer or us subsidising that group, something he doesn't believe Connally or we want to do. Also, if we were to take future incoming monies pledged to us and transfer them to the Democrats for Nixon directly, we would have to get Stans' concurrence, something Magruder feels would be a problem right now.

LH:kb

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

High Priority

October 2, 1972

MEMORANDUM FOR: MR. H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN

Larry called and asked me to check out what Christian thought Connally would think of a Democrats for Nixon Rally in California.

Christian said that he felt that Connally would do it if we could make sure it was "really good". He stated that they already had advance people out in California and they are working on next week's schedule. Presently, they plan on doing news shows and have some joint appearances with prominent Democrats for Nixon.

He said in regard to a rally that they would be open to suggestions but we would have to make sure that it was going to be a good event and not just Republicans coming in and posing as Democrats.

He said that they get a very good fallout with their present modus operandi which is to do news conferences and news shows. Connally is very eager to do these kinds of events and he gets mass exposure without the ordeal of putting on a rally. If we do schedule the event in California, it should be in Southern California.

What should be our next step on this?

cc: Mr. Higby
Mr. Strachan

High Priority

THE WHITE HOUSE

WASHINGTON

ADMINISTRATIVELY CONFIDENTIAL

September 25, 1972

MEMORANDUM FOR: LARRY HIGBY

FROM: GORDON STRACHAN S

SUBJECT: Democrats for Nixon

I mentioned in my most recent Political Matters memo to Bob that he should talk to Magruder regarding staff work done for Connally and the Democrats for Nixon. Obviously that was not the correct approach to solving what I consider a developing problem. Not only did we have troubles with the original Connally 5-minute spot, but now there is a plan regarding a Connally half-hour during the week of October 4 for a television address on national defense with visuals. Yesterday, Chapin called Joanou to direct the November Group to buy the time. Dailey is uneasy about the competence of the Jeno Paulucci advertising agency. Colson still works with Mickey Gardner and gives the impression that he regularly talks with Connally.

The basic point is that there is no central focus for Connally and the Democrats for Nixon. No staff man who can report directly and exactly to Bob is in charge. I am not seeking the assignment. What I am suggesting is that you become primarily responsible for the Connally-DFN activities. You can control Colson, keep up to date on Bob's conversations with Connally, and work with Dailey on the placement of regular DFN ads as well as the attack ads.

What do you think?

No - use JSM entirely

THE WHITE HOUSE

WASHINGTON

ADMINISTRATIVELY CONFIDENTIAL

September 20, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: GORDON STRACHAN S

SUBJECT: DFN - Jeno Paulucci and Leonard Marx

Jeb Magruder reviewed the problems 1701 is having with Jeno Paulucci. Magruder's basic criticism is that Paulucci will net a $25,000 profit from the operation. This conclusion is based on Paulucci raising only $8,500 for DFN, having contributed $75,000 for the August DFN ads, but due to the DFN advertisement placement procedure through Paulucci's ad agency, he will receive $95-100,000. Magruder is prepared to accept this as an erroneous decision in August, but now he is encountering difficulties placing next week's DFN newspaper ads. You may want to cover this point with Magruder if you decide to talk to him about DFN and Connally.

During Magruder's lunch with Leonard Marx on September 18, Marx mentioned in a serious tone that "although Governor Connally was contemplating going back to Texas to practice law after the election, changes within the State Department could make it an interesting assignment". Magruder received the distinct impression that Marx wanted this information passed.

ADMINISTRATIVELY CONFIDENTIAL

September 15, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: GORDON STRACHAN

SUBJECT: Connally 5-Minute Spot

Peter Dailey called to say the Mutual Breadcasting tape was prepared "several days ago" so there is no opportunity to film it and then cut it to a 5-minute spot. George Christian is on his way to Texas and Dailey will try to check whether he had a film made of the radio taping.

Dailey is working on the "straight on set" version but does not think it can be changed. He recommends against using an announcer before the Connally statement, "I am a Democrat", because he does not have an appropriate backdrop. He is considering using a videotape freeze picture of Connally with a voiceover by an announcer. Dailey believes he will probably recommend leaving the spot exactly as it is.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

September 15, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: GORDON STRACHAN

SUBJECT: Connally 5-Minute Spot - Buchanan's Views

Pat Buchanan favors the press conference 5-minute spot to the "straight on" address. The press conference is more powerful and specific. It uses concrete terms and is memorable. The "set" spot is too much like LBJ, and the "he would" and "he would not" series is not strong enough.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

September 15, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: GORDON STRACHAN

SUBJECT: Connally 5-Minute Spot

Moore, Carruthers, Goode, Scali, and Chapin reviewed the two 5-minute Connally spots. Their comments on the first, 5-minute address from a set, are:

Chapin - excellent; a plus; the 5 President's theme is very powerful; it does what it was designed for - to hold the Democrats currently supporting us; it is "Connally", though not the usual press conference Connally; the setting is terrible; Connally should be standing in an office not sitting in "feminine", women's bedroom set.

Moore - don't like it at all; ad agency words; there is nothing personal and earthy; should be extemporaneous not reading.

Carruthers - too studied; he's squinting; looking above the lens; text is good but Connally is better in off-the-cuff, more spontaneous posture; use a press conference; he should be introduced.

Goode - not "John Connally"; a waste of time; forced inflection; terrible "feminine" set.

Scali - it is a powerful, persuasive statement; should be done in another setting; the formal address mode adds impact; he is presenting formally the case for Democrats to support the President; the sober, formal, serious sum-up speech is good; it should begin with the "I am a Democrat".

All thought the press conference 5-minute spot was out of date and so poorly cut as to be unusable.

Buchanan will review the spot in the next 1/2 hour.

Recommendation:

That you call Connally and suggest that the spot be edited to begin with "I am a Democrat" which would follow an announcer's introduction and eliminate much of the feminine set.

GS/jb

September 15, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: GORDON STRACHAN

SUBJECT: Connally 5 Minute Spot

The November Group produced the Connally 5 Minute Spot. Finlay Hunt, the Associate Creative Director of the November Group, supervised the film crew. Neither Dailey nor Joanou were present at the taping.

The script for Connally was written by George Christian. Connally did not accept the November Group recommendation that he tape 30 minutes to be edited by the November Group.

Connally will review for final approval the tape at 11:00 a.m. at 1701.

The money for the two five minute spots next week has been committed.

Carruthers, Goode, Scali, Moore and Chapin are reviewing the spot at 9:15 a.m. Buchanan will see it after the 9:15 attack meeting.

Their views will be submitted to you.

GS:car

w/o knowe of PC option 9/15

Moore

Don't like it at all; more natural in a minute

all agency words, nothing personally

Corr - too studied

- squinting, looking above lens

Goode - not "John Conn

- a waste of Conn; forced inflection

Scali - listened to what had to be a powerful persuasive ager could be done perhaps better in another setting

- feel it is formal, it adds to it rather than detracts

- presenting the case

- not a menace

Solar, formal Conn, give a serious, seem up speech

Goode - if use Conn, take advi of his informal communic

- words not for him

Corr - text is gd, but conn better in off the cuff, more spontaneous posture, primarily way am public used to seeing him; better in press conf type context

opp

Chapin - excellent; a plus;
5 P's theme is a great theme
Think of designed to do —
Hold the Dems we
now have for us
a holding action
It is Corn — not Corn
in a Pre Conf
Dieskes sitting — he's
awkward!
What he says is imp
Would run them
- Cheap Set

Conn Spot –
Conn, Goode, PJB, Moore,
Moli + (Chapin) –

Prepare Eval this morn
- who produced it
- why of our people involved –
if none, why weren't

Nov. Grp. (80%)
Taped in D.C.

Commercial deliverable later
Decision

Peter Bailey or Phil Joanou
taped on 9/13
Conn would not tape
30 mins for editing
only would do the 4:20
Conn reviewed script, w/
written by George
Christian
To Conn, Mon morning recommis
for 5 min

P.C.

Scali - dated as hell
Chapein - " " "
Moore/Carr - get him when not reading, extemporaneous

Carr - Goode - Scali - set is too feminine, a woman's bedroom.
Scali - begin "I'm a Dem", after an intro
Chapein

w/ super "JFK, Texas"

Chapein - PC outdated, this is old top.

Carr - put him in office atmosphere standing up, take hand delivering in own words, not reading

THE WALL STREET JOURNAL
Friday, September 15, 1972

VOL. CLXXX NO. 52

Loyal Opposition

Connally Plugs Hard To Reelect President; Is He Looking to 1976?

'I Have No Aspirations,' He Says, but Cynics Abound; A Non-Barbecue in Texas

Pitch to Marcus Welby Fans

By JOHN PIERSON
Staff Reporter of THE WALL STREET JOURNAL

WASHINGTON—Next Tuesday night, right after Marcus Welby M.D. helps a retarded 25-year-old face the responsiblity of donating bone marrow to his brother for a transplant, John Connally will help the American voter face the responsibility of picking a President.

"I am a Democrat," Mr. Connally will say in a five-minute paid commercial over the ABC television network. "But . . . this year, I am absolutely convinced that it is in the best interest of this country to reelect President Richard Nixon over Senator George McGovern."

Then, as the camera zooms in on his rugged, well-tanned face, the former governor of Texas and former Secretary of the Treasury will continue: "Millions of other Democrats all over America are also supporting President Nixon. . . ."

For Mr. Connally, chairman of Democrats for Nixon, this plug for the President will mark the start of a busy week:

—On Wednesday, he will probably jet to New York to go before the TV cameras and announce who's heading Democrats for Nixon in that key state.

—On Thursday, he'll go to Pittsburgh for a "nonpolitical" speech to the local World Affairs Council. While there, he may also do a TV talk show.

—On Friday, at his ranch in Floresville, Texas, he'll throw a dinner (not a barbecue) for Mr. Nixon and a passel of prominent Democrats from all around the country who have thrown in their lot with the President.

But What's the Purpose?

These and more events to come are part of Mr. Connally's accelerating campaign to . . . to do what?

Mr. Connally says his "sole" aim is to reelect Mr. Nixon. He also claims he wants to beat George McGovern soundly enough to go on and "reconstruct" the Democratic Party from the McGovernites.

But many Connally-watchers believe his real aim is to win favor with Mr. Nixon in hopes the President will anoint him as the Republican nominee in 1976. To these skeptics, the Democrats for Nixon Committee is simply the larval stage of an organizational butterfly called "Connally for President." And they note that all the TV exposure is helping keep the limelight on Mr. Connally, who resigned from Mr. Nixon's Cabinet early this year.

Democrats for Nixon isn't the first group of its kind. Citizens for Eisenhower provided a refuge in 1952 for Democrats turned off about their party's nominee, Adlai Stevenson. The National Independent Committee for Johnson and Humphrey was a home away from home in 1964 for Republicans scared at the notion of Barry Goldwater lobbing H-bombs into the Kremlin men's room.

"I Have Not Left"

But Democrats for Nixon is a franker label than usual. The committee for the Reelection of the President, Mr. Nixon's chief campaign group, is gunning for the independent voter. So Mr. Connally and his allies have decided to go directly after the Democrats.

"So many card-carrying Democrats wanted to do this," explains George Christian, who's helping Mr. Connally run the committee and who was White House Press Secretary under Lyndon Johnson. "And the name demonstrates that McGovern doesn't represent all the Democrats."

The Connally operation has scored some coups. In Maryland, for example, the pro-Nixon effort grabbed off Harry Rodgers III, one of Democratic Gov. Marvin Mandel's closest friends and a top Democratic fund-raiser. But other prominent Democrats are resisting Mr. Connally's blandishments. Former President Johnson has endorsed Sen. McGovern, "despite widely differing opinions on many matters."

Trying to depict Sen. McGovern as a renegade from his party is a favorite Connally pastime. "The Democratic Party that I grew up with—whose principles to which I adhere—is not the Democratic Party George McGovern subscribes to or believes in," says Mr. Connally. "I have not left the Democratic party; he has."

(But not all Connallys feel that way about Sen. McGovern. Golfrey Connally, a 53-year-old economics professor and brother of the former Treasury Secretary, is a member of Texas Economists for McGovern and is busy stumping the state, making speeches and organizing McGovern workers.)

The advent of Democrats for Nixon also marks the first time that mugwumps have used TV so extensively. (Mugwump, from an Algonquin word meaning "great man," was first used in 1884 to describe Republicans who refused to back the party's nominee, James Blaine. It has also come to mean a fence-straddler who has his mug on one side of the fence and his "wump" on the other.) Democrats for Nixon will run 60-second "spots" on defense, welfare, "confidence" and other issues. Mr. Christian makes sure there are plenty of TV cameras on hand wherever Mr. Connally goes to announce a state Democrats for Nixon. Mr. Connally may go stumping for Mr. Nixon in October, and he has begun to schedule a number of TV interview shows.

"A Media Figure"

John Connally looks very good on the tube, even better than Mr. Nixon, some of the President's aides concede. And while a number of famous Democrats have signed up—including Charlton Heston, Frank Sinatra, Mickey Mantle, Sam Huff and James Roosevelt plus Johnson Cabinet members C. R. Smith and John Connor—it's really Mr. Connally's show.

"Connally will be a media figure," says one White House strategist. "He'll be on TV, he'll be very visible traveling around the country. We'll keep him out front. He's a very articulate, attractive campaigner." The White House has pulled Mr. Connally to use radio time offered by the Mutual Broadcasting System for tomorrow night to answer Sen. McGovern's announcement of Sargent Shriver as his running-mate.

But TV isn't all. Democrats for Nixon have taken full-page ads in newspapers in 19 states. Other ads will run later in at least a dozen "target" states: California, New York, Pennsylvania, Illinois, Texas, Ohio, Michigan, Florida, Massachusetts, Maryland, Washington and Minnesota.

Later this month, the committee will mail letters to as many as five million registered Democrats in closely contested election districts. It's considering running radio spots in California during commuting hours. Storefront offices are open in New York, Los Angeles and Washington. The Maryland and Florida committees will put up billboards, if there's enough money. And the state committees are getting out a press release every time a prominent Democratic sparrow falls away from George McGovern.

The media may be many, but the message is simple.

"My friends, it's frequently tough to be number one. But for a democracy, it's frightening and dangerous to be number two," Mr. Connally will tell post-Welby viewers next Tuesday.

"Senator McGovern proposes that our defense budget be cut by $32 billion. He wants to cut our Air Force by one-third, our Navy by one-quarter, our Marines by a third, our carriers from 16 to six. This is not trimming the fat. It's cutting out the muscle.

"President Nixon has done more to improve this country's foreign policy than any President in modern times. He has opened up lines of communication with China and Russia. He has reached a nuclear arms agreement with Russia—not by begging on his knees, but by negotiating as the President of the greatest country in the world."

Why a Committee?

In announcing the formation of Democrats for Nixon last month, Mr. Connally also charged that Sen. McGovern would "put 97 million Americans on welfare," hand out $1,000 to everyone "without regard to need or cost" and raise taxes on middle-income wage earners. Citing a recent Gallup Poll, Mr. Connally said that 29 million Democrats "have already decided" to vote for President Nixon this year.

But why a committee to persuade Democrats to do what they've "already decided" to do?

Mr. Connally gave part of the answer last week in Tallahassee, Fla. He warned against overconfidence, adding that while President Nixon's affairs "appear to be in excellent shape in Florida, we will be sure that they are." Many Democrats now plan to vote for Mr. Nixon, adds Mr. Christian, but without continued prompting, "a lot of them are going to drift back to McGovern."

The publicity campaign involves "showing the exodus of Democrats from George McGovern," he continues. "Every time an Elliott Roosevelt says 'I'm for McGovern,' other Democrats are impressed."

Democrats are more likely to vote for Mr. Nixon "if they feel they're not alone—a committee makes it acceptable," he adds. Then, "a lot of folks" who wouldn't be caught dead giving money to the Republican Party are willing to contribute to Democrats for Nixon.

But money isn't the committee's chief concern. "We're not a fund-raising organization, we're not a block-by-block organization," declares Mr. Christian. "We're public-relations and media oriented, and that's all we are."

Despite a Wall Street fund-raising luncheon for Mr. Connally arranged by John Loeb, senior partner of Loeb, Rhoades & Co., the committee has raised only a bit more than $100,000. It had to borrow $180,000 from the reelection committee to pay for its newspaper ads. Under its "most liberal" projection, Democrats for Nixon may spend $1.1 million on TV and newspaper ads, and Mr. Christian says the committee may not be able to raise all that itself. But he isn't worried at the prospect that Democrats for Nixon may end the campaign a couple of hundred thousand dollars in debt to Republicans for Nixon.

"No Aspirations"

Meanwhile, many politicians and pundits can't resist the thought that in his heart of hearts, John Connally conceives of Democrats for Nixon in '72 as Connally for President in '76. "Those who have that suspicion have a very suspicious mind and are unwilling to concede that any man does anything for any reason other than a selfish one," replies Mr. Connally. "I have no aspirations or ambitions to be fulfilled, none at all. I do have a concern about this country and where it's going."

According to Mr. Christian, Mr. Connally never mentions the presidency. "If he had wanted it in 1976, he would have asked to be on the ticket in 1972," adds Mr. Christian. "As it was, he told Mr. Nixon he didn't want to be Vice President, and he recommended Agnew."

And if Mr. Connally had wanted to remain

Loyal Opposition: Connally Plugs For Nixon; Is He Looking to 1976?

in the limelight, "he'd have stayed in the Cabinet, where he was getting so much publicity you could stir it with a stick," adds Mr. Christian.

Nevertheless, Mr. Connally concedes it's "entirely possible" he might change his registration to Republican, if the Democratic Party can't be "rescued" from Sen. McGovern.

(Most politicians doubt that Mr. Connally could ever get the Democratic presidential nomination, given his recent closeness to Mr. Nixon. On Wednesday, Mr. Connally was one of four persons whom the President had up to his retreat at Camp David for dinner and a campaign strategy talk.)

The Wallace Strategy

Also eager to "rescue" the party are supporters of Alabama Gov. George Wallace, who hope to make him the Democratic nominee in 1976. William France ran the Wallace primary campaign in Florida this spring, and now he's one of more than 40 co-vice-chairmen of Democrats for Nixon. Mr. France says Richard Nixon has a better position on school busing than George McGovern has, but then he gets down to cases: "The only way Wallace has a chance to get in, four years from now, is to have the party rules changed. The only way to change the party rules is to defeat McGovern." He wants to undo the changes that helped McGovern supporters to dominate the 1972 convention.

Mr. France, who's president of International Speedway Corp. in Daytona Beach, says he asked Gov. Wallace's permission to join Democrats for Nixon and got the governor's "blessing."

Meanwhile, local Republicans, particularly in the South, are worried about Mr. Connally's suggestion that Democrats vote for Mr. Nixon but support Democratic candidates for state and local office. Republicans want traditional Democrats instead to convert to the GOP and help elect a full Republican slate.

Mr. Christian acknowledges there's "some unhappiness" in the GOP, particularly in Texas, where Connally Democrats are backing former LBJ aide Barefoot Sanders in his race to unseat Republican Sen. John Tower.

But Messrs. Connally and Christian say there's no truth to rumors they've been ordered to stay out of Virginia, Tennessee and Mississippi and other Southern states. "These are not target states," says Mr. Christian. "We never had any intention of going there. We're targeting only states where a Democratic switch-vote can make the difference."

As for Sen. McGovern, he dismisses Mr. Connally as a man who wears "$300 suits" and Democrats for Nixon as "John Connally and his billionaire friends." The Senator told a Dallas rally: "I don't mind being called a radical by that crowd."

THE WHITE HOUSE

WASHINGTON

ADMINISTRATIVELY CONFIDENTIAL

Joanou and Teeter

September 14, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: GORDON STRACHAN S

SUBJECT: Connally - DFN 5-Minute Spot

Connally confirmed this morning to Magruder that the two spots will run next week.

John Connally taped a 5-minute spot yesterday. The attached DFN strategy memo indicates the spot will be run on September 19 (Marcus Welby) and on September 21 (Owen Marshall). However, Connally ~~in a meeting this morning with Magruder, Joanou, and Teeter~~ decided not to run the credibility (McGovern Tunnavant) spot next week. He wants to ~~review~~ determine whether the Wave III polling confirms that the P. is still far ahead. On Sept 25 Connally would like to begin running the defense spots

You can view the Connally 5-minute tape today on the WHCA system because the tape was done on 2" which is compatible with the Signal system.

I recommend you do not have the 2" tape run as many on the White House Staff will see it and possibly comment.

A 1" cassette for private viewing in your office is being prepared in New York today and will be available ~~late this afternoon~~

- Def - Ads - Strongest ad - wk of 9/25
- ~~Pl~~ 350,000 - TV + newsp on Defense
- Credibility will run 2nd or 3rd wk
  - But a test
- CM favors welfare

DEMOCRATS FOR NIXON

ADVERTISING PROPOSAL

September 4, 1972

DEMOCRATS FOR NIXON

ADVERTISING PROPOSAL

I. Advertising Objectives

The advertising objective is to persuade traditional Democrats to vote for Richard Nixon in November.

Care should be taken that this objective is not diluted by other, less vital, goals, specifically:

- No attempt will be made to gain converts to the Republican Party -- this is too big a jump to ask most people to take and it would take years to accomplish.

- No attempt will be made to persuade Democrats to vote the Republican line. It's too tough a sale.

- No attempt will be made to broaden the appeal of Democrats for Nixon to include traditional ticket splitters and/or independents. The Committee to Re-elect will be concentrating most of its energies on this group. The Democrats for Nixon should concentrate on Democrats.

II. Creative Strategy

The basic thrust of the advertising message should be:

Senator McGovern does not reflect the philosophy of most Democrats, and surely not of most Americans. He is leading the party in the wrong direction and would the country as well.

This year, it is necessary that you (the Democrat) put country ahead of party.

Richard Nixon more adequately represents the philosophy of the American people. He has been a good President and deserves support.

Advertising copy must be restrained both in condemnation of McGovern and praise of the President. There is no need to resort to excess emotionalism, distortion, or innuendo

to point out the dangers of a McGovern administration.

His positions on defense, welfare, taxes, isolation, and peace terms are in conflict with the thinking of most Democrats and should be the major issues.

III. Media Strategy

At this point in the campaign, advertising should be concentrated in those states where current polling data shows the President either close to or behind McGovern. As we get further into the campaign, consideration will be given to scheduling some commercials nationally if we find the margin of difference eroding in more states.

Initially, though, it is proposed that local television (prime and fringe evening time) and full page newspaper ads can be scheduled in states as summarized in Section IV.

Prime & Fringe Evening Local Time

Use of television will enable us to quickly generate awareness to the broadest crossection of the population with the greatest possible impact in order to expose the weakness of McGovern's policies.

Full Page B/W Newspaper Ads

The addition of newspapers will extend the reach and frequency of the television effort through the use of a secondary supplemental medium and will provide us with the opportunity...

- To more fully develop distinctions between McGovern and the President.
- To feature names of prominent (local if possible) Democrats for Nixon to help generate bandwagon support.
- To provide response coupons to help generate volunteers and contributions.

IV. Media Plan

It is recommended that local spot television start Sept. 18 in the following states and markets, at 12 to 15 spots per week (150 GRP's), plus a full page B&W newspaper ad.

State	Market	TV	TV Cost	Newspapers	Newspaper cost
Calif.	San Francisco	1wk.	$16.7	full page	10.5
N.Y.	N.Y.C.	"	32.8	" "	29.3
N.J.	all	"	*	" "	12.0
Pa.	Philadelphia	"	12.6	" "	13.9
Ohio	Cleveland	"	6.6	" "	10.0
Ill.	Chicago	"	16.2	" "	9.7
Mich.	Detroit	"	7.5	" "	9.9
Wisc.	Milwaukee	"	3.5	" "	4.4
	Madison	"	.9	" "	1.0
Mo.	all	"	10.6	" "	12.5
Texas	Houston	"	4.8	" "	5.0
	Corpus Cristi	"	.6	" "	1.0
	sub total:		112.8		119.2
Oregon	Portland	"	3.4	" "	3.8
	Eugene	"	1.2	" "	1.1
Wash.	all	"	8.0	" "	10.4
W.Va.	all	"	3.9	" "	5.8
Minn.	Minneapolis	"	5.7	" "	6.9
	sub total:		22.2		28.0
	Grand total:		135.0		147.2

* Covered by New York City and Philadelphia

Extending this plan on an alternate week basis would result in the following budget:

	TV	N.P.	Total
Week of Sept 18	$135.0	$147.2	$282.2
" " Oct 2	135.0	147.2	282.2
" " Oct 16	135.0	147.2	282.2
" " Oct 30	135.0	147.2	282.2
	$540.0	$588.8	$1128.8

V. Scheduling

It is recommended that the following ads and commercials be scheduled:

	TV	N.P.
Week of Sept. 18	Credibility	Credibility
" " Oct. 2	Welfare	Welfare
" " Oct. 16	Defense	Defense
" " Oct. 30	To come	To come

VI. Future Plans

This is to be considered an "initial" schedule, to be reviewed on a weekly basis. Additional states and markets can be added as funds permit, and polling indicates the need.

VII. Network Opportunity

Two five minute telecasts are available on 9/19 (Marcus Welby) and 9/21 (Owen Marshall) at $10,000 each. It is recommended that these be used to initiate a prime-time national appeal by John Connally to establish 1) why Democrats for Nixon; 2) why Mr. Connally is opposed to McGovern; 3) why he is for the President. The telecast would close with an appeal for contributions and volunteers. (While this is not the major purpose of the telecast, it will help broaden participation in Democrats for Nixon).

NEWSPAPER LIST

CALIFORNIA — $10,500

San Francisco Chronicle/Examiner
Oakland Tribune
Napa Register
Santa Rosa Press Democrat
San Jose Mercury News

NEW YORK — $29,300

New York Times
New York Post
New York News
Long Island Press
Long Island Newsday
Westchester Rockland Group
Poughkeepsie Journal
Middletown Tribune-Herald
Kingston Freeman

NEW JERSEY — $12,000

Atlantic City Press
Camden Courier - Post
Trenton Times/Times Advertiser
Woodbury Times
Trenton Trentonian
Vineland Times - Journal
Huckensack Record
Jersey City Jersey Journal
Newark Star Ledger
Morristown/Parrippany Record
Asbury Park Press
New Brunswick Home News
Paterson Clifton Passaic Group
    Dover Advance
    Passaic Clifton Herald News

PENNSYLVANIA — $13,900

Philadelphia Bulletin
Philadelphia Enquirer
Boston-Wilson Express
Reading Eagle-Times
Levittown-Briston Courier Times
West Chester Local News
Strouds East Pocono Record
Hazleton Standard-Speaker
Allentown Call-Crhonicle

OHIO $10,000

Cleveland Press
Cleveland Plain Dealer
Ashtabula Star-Beacon
Lorain-Journal
Akron Beacon-Journal
Dover-New Philadelphia Times-Reporter
Wooster Record
Canton Deposit
Mansfield News Journal

ILLINOIS $9,700

Chicago Tribune
Chicago Sun-Times
Chicago Today
Chicago News

MICHIGAN $9,900

Detroit News
Detroit Free Press
Pontiac Oakland Press
Royal Oak Tribune

WISCONSIN $5,400

Milwaukee Journal Sentinel
Racine Journal-Times Bulleitn
Sheboygan Press
Madison Capital Times Wisconsin State Journal

MISSOURI $12,500

St. Louis Post Dispatch
St. Louis Globe Democrat
Kansas City Star Times
Columbia Tribune
Jeff. City Capital News/Post Tribune
Sedalia Capital Democrat
Joplin Globe
Kirksville Express and News
St. Joseph News - Press Gazette
Springfield News Leader and Press

TEXAS $6,000

Houston Chronicle
Houston Post
Galveston News
Corpus Christi Times Caller

OREGON $4,900

Portland Journal of Commerce
Salem Oregon Statesman/Cap. Journal
Albany Democrat Herald
Eugene Register-Guard
Rosenburg News Review

WASHINGTON $10,400

Seattle Times
Seattle Post-Intelligencer
TAcoma News Tribune
Everett Herald
Olympia Olympian
Bremerton Sun
Spokane Chronicle/Review
Wenatchee World
Bellingham Herald
Yakima Herald-REpublic
Walla Walla Union-Bulletin

WEST VIRGINIA $5,800

Charleston Gazette Mail
Huntington Herald Dispatch
Parkersburg News Sentinel
Logan Banner
Beckley Post Herald RAleigh Reg.
Bluefield Telegraph Sunset News-Observer
Clarksburg Exponent Telegram
Elkins Inter-Mountain
Grafton Sentinel
Wheeling Intelligencer News-Register

MINNESOTA $6,900

Minneapolis Star Times
St. Paul Dispatch
St. Cloud Newspaper
Redwing Eagle
Fairbault News
New Alma Journal
Willmar Tribune
Waseca Journal

THE WHITE HOUSE

WASHINGTON

ADMINISTRATIVELY CONFIDENTIAL

September 7, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: GORDON STRACHAN S

SUBJECT: DFN - Dailey Meeting with Connally

Peter Dailey and Jeb Magruder met with John Connally, George Christian, Leonard Marks, Jeno Paulucci, and Lee Vann to review the DFN advertisements that you reviewed on September 6.

Connally read the DFN Strategy Memorandum and agreed generally with all the recommendations, including:

1) Tentatively holding off on the positive President Nixon ads until October 2;

2) Beginning the DFN attack ads probably on September 18 in the selected anti-RN media markets (i.e. San Francisco and Cleveland);

3) Doing two network 5 minute spots with Connally explaining DFN on September 19 and 21; and

4) Using the McGovern "Turnaround" and welfare advertisements, but revising slightly the defense ad.

In a subjective evaluation of Connally and the meeting, Dailey said he "had the feeling that Connally was pissed off at some of the chicken shit stuff around the edges". Asked for specifics, Dailey mentioned a plane bill of Connally's that hadn't been paid.

Basically, Dailey believes Connally has confidence in the media people, including the Direct Mail effort. Connally did read and approve with some changes the brochures you reviewed yesterday. Connally had personally revised the cover "attack" letters before you reviewed them.

Dailey will include the comments on all the advertisements from his Advertising Advisory Group (Bart Cummings - Compton; Dick O'Reilly - Wells, Rich; Chet Posey - DeGarmo; Jock Elliott - Ogilvie; and Tom Adams - Campbell) in his description of the revised strategy and McGovern strategy memoranda which are due tomorrow.

THE WHITE HOUSE

WASHINGTON

ADMINISTRATIVELY CONFIDENTIAL

September 6, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: GORDON STRACHAN S

SUBJECT: Democrats for Nixon Advertisements

Peter Dailey and Phil Joanou are available to show you the final DFN advertisements before they meet with Connally at 3 p.m. All the materials (TV spots, newspaper boards, etc.) are in my office. You have seen most of the materials in "rough", non-DFN attributed form.

The DFN strategy memorandum prepared by Dailey and delivered to me this morning is attached.

Also available in my office are the re-done DFN mailings and brochures that Peter Dailey and Bob Marik prepared for Connally.

DEMOCRATS FOR NIXON

ADVERTISING PROPOSAL

September 4, 1972

DEMOCRATS FOR NIXON

ADVERTISING PROPOSAL

I. Advertising Objectives

The advertising objective is to persuade traditional Democrats to vote for Richard Nixon in November.

Care should be taken that this objective is not diluted by other, less vital, goals, specifically:

- No attempt will be made to gain converts to the Republican Party -- this is too big a jump to ask most people to take and it would take years to accomplish.

- No attempt will be made to persuade Democrats to vote the Republican line. It's too tough a sale.

- No attempt will be made to broaden the appeal of Democrats for Nixon to include traditional ticket splitters and/or independents. The Committee to Re-elect will be concentrating most of its energies on this group. The Democrats for Nixon should concentrate on Democrats.

II. Creative Strategy

The basic thrust of the advertising message should be:

Senator McGovern does not reflect the philosophy of most Democrats, and surely not of most Americans. He is leading the party in the wrong direction and would the country as well.

This year, it is necessary that you (the Democrat) put country ahead of party.

Richard Nixon more adequately represents the philosophy of the American people. He has been a good President and deserves support.

Advertising copy must be restrained both in condemnation of McGovern and praise of the President. There is no need to resort to excess emotionalism, distortion, or innuendo

to point out the dangers of a McGovern administration.

His positions on defense, welfare, taxes, isolation, and peace terms are in conflict with the thinking of most Democrats and should be the major issues.

III. Media Strategy

At this point in the campaign, advertising should be concentrated in those states where current polling data shows the President either close to or behind McGovern. As we get further into the campaign, consideration will be given to scheduling some commercials nationally if we find the margin of difference eroding in more states.

Initially, though, it is proposed that local television (prime and fringe evening time) and full page newspaper ads can be scheduled in states as summarized in Section IV.

Prime & Fringe Evening Local Time

Use of television will enable us to quickly generate awareness to the broadest crossection of the population with the greatest possible impact in order to expose the weakness of McGovern's policies.

Full Page B/W Newspaper Ads

The addition of newspapers will extend the reach and frequency of the television effort through the use of a secondary supplemental medium and will provide us with the opportunity...

- To more fully develop distinctions between McGovern and the President.
- To feature names of prominent (local if possible) Democrats for Nixon to help generate bandwagon support.
- To provide response coupons to help generate volunteers and contributions.

IV. Media Plan

It is recommended that local spot television start Sept. 18 in the following states and markets, at 12 to 15 spots per week (150 GRP's), plus a full page B&W newspaper ad.

State	Market	TV	TV Cost	Newspapers	Newspaper cost
Calif.	San Francisco	1wk.	$16.7	full page	10.5
N.Y.	N.Y.C.	"	32.8	" "	29.3
N.J.	all	"	*	" "	12.0
Pa.	Philadelphia	"	12.6	" "	13.9
Ohio	Cleveland	"	6.6	" "	10.0
Ill.	Chicago	"	16.2	" "	9.7
Mich.	Detroit	"	7.5	" "	9.9
Wisc.	Milwaukee	"	3.5	" "	4.4
	Madison	"	.9	" "	1.0
Mo.	all	"	10.6	" "	12.5
Texas	Houston	"	4.8	" "	5.0
	Corpus Cristi	"	.6	" "	1.0
	sub total:		112.8		119.2
Oregon	Portland	"	3.4	" "	3.8
	Eugene	"	1.2	" "	1.1
Wash.	all	"	8.0	" "	10.4
W.Va.	all	"	3.9	" "	5.8
Minn.	Minneapolis	"	5.7	" "	6.9
	sub total:		22.2		28.0
	Grand total:		135.0		147.2

* Covered by New York City and Philadelphia

Extending this plan on an alternate week basis would result in the following budget:

	TV	N.P.	Total
Week of Sept 18	$135.0	$147.2	$282.2
" " Oct 2	135.0	147.2	282.2
" " Oct 16	135.0	147.2	282.2
" " Oct 30	135.0	147.2	282.2
	$540.0	$588.8	$1128.8

V. Scheduling

It is recommended that the following ads and commercials be scheduled:

	TV	N.P.
Week of Sept. 18	Credibility	Credibility
" " Oct. 2	Welfare	Welfare
" " Oct. 16	Defense	Defense
" " Oct. 30	To come	To come

VI. Future Plans

This is to be considered an "initial" schedule, to be reviewed on a weekly basis. Additional states and markets can be added as funds permit, and polling indicates the need.

VII. Network Opportunity

Two five minute telecasts are available on 9/19 (Marcus Welby) and 9/21 (Owen Marshall) at $10,000 each. It is recommended that these be used to initiate a prime-time national appeal by John Connally to establish 1) why Democrats for Nixon; 2) why Mr. Connally is opposed to McGovern; 3) why he is for the President. The telecast would close with an appeal for contributions and volunteers. (While this is not the major purpose of the telecast, it will help broaden participation in Democrats for Nixon).

NEWSPAPER LIST

CALIFORNIA	$10,500

San Francisco Chronicle/Examiner
Oakland Tribune
Napa Register
Santa Rosa Press Democrat
San Jose Mercury News

NEW YORK	$29,300

New York Times
New York Post
New York News
Long Island Press
Long Island Newsday
Westchester Rockland Group
Poughkeepsie Journal
Middletown Tribune-Herald
Kingston Freeman

NEW JERSEY	$12,000

Atlantic City Press
Camden Courier - Post
Trenton Times/Times Advertiser
Woodbury Times
Trenton Trentonian
Vineland Times - Journal
Huckensack Record
Jersey City Jersey Journal
Newark Star Ledger
Morristown/Parrippany Record
Asbury Park Press
New Brunswick Home News
Paterson Clifton Passaic Group
    Dover Advance
    Passaic Clifton Herald News

PENNSYLVANIA	$13,900

Philadelphia Bulletin
Philadelphia Enquirer
Boston-Wilson Express
Reading Eagle-Times
Levittown-Briston Courier Times
West Chester Local News
Strouds East Pocono Record
Hazleton Standard-Speaker
Allentown Call-Crhonicle

OHIO $10,000

Cleveland Press
Cleveland Plain Dealer
Ashtabula Star-Beacon
Lorain-Journal
Akron Beacon-Journal
Dover-New Philadelphia Times-Reporter
Wooster Record
Canton Deposit
Mansfield News Journal

ILLINOIS $9,700

Chicago Tribune
Chicago Sun-Times
Chicago Today
Chicago News

MICHIGAN $9,900

Detroit News
Detroit Free Press
Pontiac Oakland Press
Royal Oak Tribune

WISCONSIN $5,400

Milwaukee Journal Sentinel
Racine Journal-Times Bulleitn
Sheboygan Press
Madison Capital Times Wisconsin State Journal

MISSOURI $12,500

St. Louis Post Dispatch
St. Louis Globe Democrat
Kansas City Star Times
Columbia Tribune
Jeff. City Capital News/Post Tribune
Sedalia Capital Democrat
Joplin Globe
Kirksville Express and News
St. Joseph News - Press Gazette
Springfield News Leader and Press

TEXAS $6,000

Houston Chronicle
Houston Post
Galveston News
Corpus Christi Times Caller

OREGON $4,900

Portland Journal of Commerce
Salem Oregon Statesman/Cap. Journal
Albany Democrat Herald
Eugene Register-Guard
Rosenburg News Review

WASHINGTON $10,400

Seattle Times
Seattle Post-Intelligencer
TAcoma News Tribune
Everett Herald
Olympia Olympian
Bremerton Sun
Spokane Chronicle/Review
Wenatchee World
Bellingham Herald
Yakima Herald-REpublic
Walla Walla Union-Bulletin

WEST VIRGINIA $5,800

Charleston Gazette Mail
Huntington Herald Dispatch
Parkersburg News Sentinel
Logan Banner
Beckley Post Herald RAleigh Reg.
Bluefield Telegraph Sunset News-Observer
Clarksburg Exponent Telegram
Elkins Inter-Mountain
Grafton Sentinel
Wheeling Intelligencer News-Register

MINNESOTA $6,900

Minneapolis Star Times
St. Paul Dispatch
St. Cloud Newspaper
Redwing Eagle
Fairbault News
New Alma Journal
Willmar Tribune
Waseca Journal

THE WHITE HOUSE
WASHINGTON

Date: 9/11/72

TO: LARRY HIGBY

FROM: GORDON STRACHAN

These DFN complaints of which there are many go on Connally's call list. According to Howard, Connally has been very good in getting to these people by phone.

THE WHITE HOUSE Howard
Washington
Date 8/28/72

TO: Gordon Strachan — FYI -
Original to Chuck Colson, copies
to Dwight Chapin and Harry Dent

Noble Melencamp

MO

WHA002 WAC103(2224)(1-011045C240)PD 08/27/72 2221
ICS IPMSALA SNA
ZCZC 209 A R PDF TDSA FULLERTON CALIF 27 8P PDT
PMS PRESIDENT RICHARD NIXON
WHITE HOUSE SAN CLEMENTE RTES WUX WASHDC

MR PRESIDENT, AT YOUR RECEPTION ON THURSDAY AUGUST 24, YOUR SPEAKER TREATED MY COMMITTEE OF DEMOCRATS FOR NIXON AS THOUGH WE WERE LITTLE LESS THAN NOTHING. I HAVE TRIED IN EVERY WAY TO CONTACT YOU. UP TO THIS POINT, I HAVEN'T BEEN ABLE TO GET THROUGH. I DO NOT BELIEVE THAT YOU WOULD HAVE THE DEMOCRATIC PARTY TREATED IN THIS MANNER. MY PEOPLE WILL NOT STAY WITH ME UNLESS WE ARE ASSURED YOU RESPECT OUR SUPPORT. PLEASE CONTACT ME IMMEDIATELY REPEAT IMMEDIATELY. I CANNOT STRESS HOW IMPORTANT IT IS.
JOSEPHINE E CROUCH CHAIRWOMAN DEMOCRATS FOR NIXON

What can do

714-525-3388

H ~~m~~ 9/3

THE WHITE HOUSE
WASHINGTON

Date: 8/30

TO: DICK HOWARD

FROM: GORDON STRACHAN

Something for your Dems
for Nixon?

cc: JEB MAGRUDER

What happened? Who's the
Bryn Mawr lady?

1143 Arrott St.
Phila., Pa. 19124
25 August 1972

Presidential Asst. H. R. Haldeman
White House
Washington, D. C.

Dear Mr. Haldeman:

I'm a Democrat for Nixon. Like you, I think it would be a disaster if McGovern were to be President of this country.

Consequently, I'd like to be instrumental in defeating McGovern. I am a professional stand-up comic and writer (all unions) and I've come up with a terrific McGovern imitation, complete with appearance, voice, and stupid remarks about all the issues. This routine is mighty funny and McGovern comes off looking like the uninformed solution-finding radical that he is!

This routine would hit your funny bone and anyone else who heard it. I'd like to spread this message across the 50 states, do rallies, fund-raising, television, anything!

Can I help you Mr. Haldeman --- but please, don't send me to the Pennsylvania Committee to Re-Elect the President -- all I got there was the run-around, and a meeting with a Bryn Mawr lady if you know what I mean. I can't afford to waste my time here --- I love Philadelphia, but it's not noted for its imagination. .... You people in Washington are the ones -- you'd love this -- and you need this — you're the ones who could use me to advantage.

I can ridicule with comedy .... I can perform a hatchet job without anyone even knowing that's what's happening. Put me out in front and McGovern will look like the jackass he is. Don't miss out on a good bet — people get tired of speeches but they never get tired of entertainment! Let's make McGovern a household joke — when they start laughing at a politician he's finished.

Sincerely yours,

Patzy Gleeson

Patzy Gleeson

P.S. The President can do it with dignity — let me do it with buffoonery!

Area code 215 PI 3-2823

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

August 31, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR: ~~MR. GORDON STRONG~~

FROM: BOB MORGAN

SUBJECT: "Democrats for Nixon" Mailing Ensembles

You probably have not had the benefit of reviewing the entire "Democrats for Nixon" ensemble, which should be ready for inspection on Tuesday, September 5, at one time and consequently, may have a different impression when you see the total package. As a review, the total ensemble consists of:

-- a window envelope

-- a reply envelope

-- a non-personalized letter by voter segment

-- three (3) separate brochures based on the voter segment

-- a separate personalized Volunteer/ Contributor Card

The Honorable John Connally wanted the ensemble as it is, based on the following reasons:

1. The letter would be used as the attack vehicle showing comparisons between the President and Senator McGovern, using Senator McGovern's quotes.

2. Mr. Connally did not want to personally attack George McGovern, but wanted the quotes to expose his position.

CONFIDENTIAL

3. Mr. Connally is under the impression that the President does not want to overtly attack Senator McGovern as a man, but be more subtle.

4. The brochure is designed to show that it was from "Democrats for Nixon" and show the positive aspects of President Nixon's strong leadership.

5. The quotes on the back of the brochure from various well-known Democrats attacking Senator McGovern gives the brochure the proper emphasis.

Mr. Connally is currently in Jamaica and should return on Wednesday, September 6. Mr. George Christian is in Austin, Texas, and will return during the morning of Tuesday, September 5.

cc: Mr. Jeb S. Magruder
Dr. Robert H. Marik

This is an unbelievably bad effort. Unless and it should be reassigned to someone who knows how to write a communication.

Committee for the Re-election of the President

MEMORANDUM August 18, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR: MR. CLARK MAC GREGOR

THROUGH: MR. JEB S. MAGRUDER

FROM: L. ROBERT MORGAN

SUBJECT: "Democrats For Nixon" Brochures

These are very badly written - almost illiterate - with no punch whatever and they miss most of our major points. Democrats don't care about low income people. They care about themselves.

The three (3) "Democrats For Nixon" brochures that have been approved by the Honorable John Connally are attached. TAB A is the General Democrat brochure that would be accompanied with a letter to High Income and Middle Income Democrats. TAB B is a xerox copy of the stat for this brochure. TAB C is a Peripheral Urban Ethnic brochure that would be accompanied by either an Irish/Italian/Polish/Veteran or Peripheral Urban Ethnic letter to Democrats. TAB D is a xerox copy of the stat for this brochure. TAB E shows the Older American brochure that would be accompanied with an Older American Peripheral Urban Ethnic letter or straight Older American letter. TAB F is a xerox copy of the stat for this brochure.

These mailings are scheduled to go to reachable Democrats in California, Cook County, Illinois, New Jersey and Pennsylvania. The total ensemble is a letter geared to the voter segment, personalized Volunteer/Contributor Card, a return envelope and a mailing envelope.

The "Democrats For Nixon" letters that will accompany these brochures will be submitted to you as soon as they are indorsed by the Honorable John Connally. We are requesting approval for the brochures separately so that we can start printing in order to have stock and meet our planned dates.

I seriously doubt that Mr Connally has read the brochure copy.

RECOMMENDATION:

That you approve copy and the rough stat for the three (3) brochures.

APPROVE_____ DISAPPROVE_____ COMMENTS_____

Attachments:
TAB A
TAB B
TAB C
TAB D
TAB E
TAB F

cc: Dr. Robert H. Marik

F I N A L DEMOCRATS FOR NIXON

GENERAL BROCHURE

Approved By:
Honorable John Connally
August 17, 1972

(FRONT PANEL) WHY WE DEMOCRATS ARE SUPPORTING PRESIDENT NIXON

(QUOTE ON CENTER PANEL) "Let us reject the narrow visions of those who would tell us that we are evil because we are not yet perfect, that we are corrupt because we are not yet pure, that all the sweat and toil and sacrifice that have gone into the building of America were for naught because that building is not yet done."

Richard Nixon

DEFENSE

President Nixon believes in a strong America. He believes the best way to decrease the defense budget is through mutual disarmament. He has proved his point with the Russian SALT agreements. Senator McGovern favors the deep cuts that the President opposes, despite warnings from military experts that the U.S. would thereby be weakened around the world. This became the second strongest point in the world.

DRUGS

President Nixon has been both tough and flexible. He won the agreement of Turkey to place a total ban on the growing of opium poppy...made an agreement with France to assist in halting the traffic of drugs...and stepped up arrests of pushers. He is spending 600% more for drug education than ever before. Together, these actions are finally turning the tide against the drug scourge.

VIETNAM

The President has done everything in his power to bring peace to Vietnam without sacrificing the South Vietnamese in the process. He has brought home 500,000 men...ended ground combat for American forces...and cut spending by two-thirds. Strong steps are continually being taken to get the enemy to cease its aggression and make peace.

DEMOCRATS FOR NIXON

GENERAL BROCHURE

STABILITY

In 1968, there was mass rioting in cities and on campuses across America. Under President Nixon, these riots have ~~become a fraction of what they were~~ virtually disappeared. The President has spoken out strongly for the need to respect the law and has effectively worked to solve many of the problems disturbing America.

FOREIGN POLICY

President Nixon, in the name of peace, went to Moscow where he negotiated agreements with the Soviet Union to limit development of missiles. He visited Peking to begin improving U.S./China relations. He called a halt to crisis diplomacy, seeking to reduce tension in such troubled areas as the Middle East.

ENVIRONMENT

President Nixon established the Environmental Protection Agency, the first Federal unit ever set up to protect our quality of life. He has increased funding for environmental improvement by over 500%, and initiated a Legacy of Parks Program to bring increased recreational opportunities to cities. No less than 25 separate environment bills have been proposed by him.

HEALTH CARE

President Nixon has earmarked massive amounts of money to find a cure for cancer and sickle cell anemia. Federal outlays for health care and research in 1973 will reach $25.5 billion, and the President has proposed a National Health Insurance Standards Act, a Family Health Insurance Plan and the National Health Education Foundation, all aiming at better health care for everyone.

DEMOCRATS FOR NIXON

GENERAL BROCHURE

TAXES

(TO BE UNDERLINED IN RED)

Under President Nixon, individuals are paying $22 billion less in Federal taxes and corporations are paying $10 billion more. In addition, the President's proposed revenue sharing plan would return more money to the states, enabling them to lessen state taxes -- especially the property tax. This tax affects not only homeowners but, eventually, many tenants too, through increased rents.

THE ECONOMY

President Nixon has taken strong action to halt inflation and increase employment. He initiated a 90-day wage-price freeze, followed by more flexible controls, and introduced a package of tax cuts to stimulate the economy. The inflation rate has been cut in half, and the Gross National Product has expanded at a yearly rate of over 7%. Housing starts, a prime economic indicator, are up 42% over last year.

CRIME

The President's vigorous law-enforcement policies have cut the increase in the nation's serious crime rate from 10% two years ago to 1% in the first quarter of this year. Eighty (over half) of our major cities have reported actual decreases in crime, and Washington, D.C. has achieved a 30% decrease over last year. Making all this possible has been President Nixon's program of increased aid to states and localities.

(TUCKED PANEL) GENERAL BROCHURE QUOTES

"Everyone who earns between $8,000 and $20,000 would be socked in the proverbial jaw with the tax load from McGovern's ambitious programs."

Senator Hubert H. Humphrey

"I am a little surprised that Senator McGovern has announced this (welfare and tax reform) as his program. I find myself with a great many questions about it. I don't know where we get that money that we would have to make up if it is to be a balanced program. Even if McGovern added $43 billion to his revenues through elimination of the Social Security payments, there still would be a 'very sizable deficit'."

Representative Wilbur Mills

"Senator McGovern is proposing a 40 percent cut in our defense forces -- cutting the Navy in half, and the Air Force by more than half -- without any similar disarmament agreement from the Russians. It shocks me. No responsible President would think of cutting our defenses back to the level of a second class power in the face of the expanding Russian Navy and Air Force..."

Senator Hubert H. Humphrey

"McGovern has become the spokesman of some of the most dangerous and destructive currents in American politics. Some call the McGovern Doctrine the new populism. I call it the new extremism."

Senator Henry Jackson

"McGovern's positions on many of the issues are unacceptable to a large portion of our people."

Senator Edmund Muskie

Why we Democrats are not supporting Senator McGovern.

Democrats for Nixon.

F I N A L DEMOCRATS FOR NIXON

PERIPHERAL URBAN ETHNIC BROCHURE

Approved By:
Honorable John Connally
August 17, 1972

(FRONT PANEL) WHY WE DEMOCRATS ARE SUPPORTING PRESIDENT NIXON

(QUOTE ON CENTER PANEL) "Massive busing produces inferior education and education's the name of the game. When you take kindergarten kids and put them on a bus for an hour and a half, when they've got a school they could walk to five minutes away, now that's wrong."

Richard Nixon

BUSING

The President has consistently taken a strong stand against the busing of school children for the purpose of achieving integration. A champion of neighborhood schools, the President believes that the real task is to give the local schools the necessary aid to provide the best possible education for all children.

DEFENSE

President Nixon believes in a strong America. He believes the best way to decrease the defense budget is through mutual disarmament. He has proved his point with the Russian SALT agreements. Senator McGovern favors the deep cuts that the President opposes, despite warnings from military experts that the U.S. would thereby be weakened around the world.

DRUGS

President Nixon has been both tough and flexible. He won the agreement of Turkey to place a total ban on the growing of opium poppy...made an agreement with France to assist in halting the traffic of drugs...and stepped up arrests of pushers. He is spending 600% more for education against drug use. Together, these actions are finally turning the tide against the drug scourge.

WELFARE

President Nixon has introduced the concept of "workfare" into his welfare program. This will not deny the truly needy of benefits, but it will mandate that the able-bodied work in some productive capacity. The President's goal is to reduce the welfare rolls and reverse the trend of thinking which maintains that those who are lazy have a right to live off America's hard-working taxpayers.

TAXES

(TO BE UNDERLINED IN RED)

Under President Nixon, Americans are paying $22 billion less in Federal taxes and corporations are paying $10 billion more. In addition, the President's proposed revenue sharing plan would return money to the states, enabling them to lessen state taxes -- especially the property tax. This tax affects not only homeowners but, eventually, many tenants too, through increased rents.

EMPLOYMENT

The number of employed Americans reached a record hight of 81.2 million in June of this year. President Nixon won an agreement with Japan to restrict its textile exports, thereby relieving pressure on American industry...and signed into law the Emergency Employment Act providing more than 250,000 new jobs. The unemployment rate is declining, despite the return of 500,000 job-seeking men from Vietnam, the result of the President's successful withdrawal policy.

FOREIGN POLICY

President Nixon, in the name of peace, went to Moscow where he negotiated agreements with the Soviet Union to limit development of missiles. He visited Peking to begin improving U.S./China relations. He called a halt to crisis diplomacy, seeking to reduce tension in such troubled areas as the Middle East.

THE ECONOMY

President Nixon has taken strong action to halt inflation and increase employment. He initiated a 90-day wage-price freeze, followed by more flexible controls, and introduced a package of tax cuts to stimulate the economy. The inflation rate has been cut in half, and the Gross National Product has expanded at a yearly rate of over 7%. Housing starts, a prime indicator, are up 42% over last year.

VIETNAM

The President has done everything in his power to bring peace to Vietnam without sacrificing the South Vietnamese in the process. He has brought home 500,000 men...the ground war is over for American forces...and cut spending by two-thirds. Strong steps are continually being taken to get the enemy to cease its aggression and make peace.

AMNESTY

The President refuses to even consider amnesty for draft-dodgers until after the war in Vietnam is over and the Communists have returned all our prisoners of war. He would then be selective by separating those who have dodged the draft and stayed in America and those who actually deserted America by relocating to a foreign country.

(TUCKED PANEL) FIVE BROCHURE QUOTES

"Everyone who earns between $8,000 and $20,000 would be socked in the proverbial jaw with the tax load from McGovern's ambitious programs."

Senator Hubert H. Humphrey

"I am a little surprised that Senator McGovern has announced this (welfare and tax reform) as his program. I find myself with a great many questions about it. I don't know where we get that money that we would have to make up if it is to be a balanced program. Even if McGovern added $43 billion to his revenues through elimination of the Social Security payments, there still would be a 'very sizable deficit'."

Representative Wilbur Mills

"Senator McGovern is proposing a 40 percent cut in our defense forces -- cutting the Navy in half, and the Air Force by more than half -- without any similar disarmament agreement from the Russians. It shocks me. No responsible President would think of cutting our defenses back to the level of a second class power in the face of the expanding Russian Navy and Air Force..."

Senator Hubert H. Humphrey

"McGovern has become the spokesman of some of the most dangerous and destructive currents in American politics. Some call the McGovern Doctrine the new populism. I call it the new extremism."

Senator Henry Jackson

"McGovern's positions on many of the issues are unacceptable to a large portion of our people."

Senator Edmund Muskie

Why we Democrats are not supporting Senator McGovern.

Democrats for Nixon

F I N A L DEMOCRATS FOR NIXON

OLDER AMERICANS BROCHURE

Approved By:
Honorable John Connally
August 17, 1972

(FRONT PANEL) WHY WE DEMOCRATS ARE SUPPORTING PRESIDENT NIXON

(QUOTE ON CENTER PANEL) "The time has come for a new attitude toward old age in America...to stop regarding older Americans as a burden and start regarding them as a resource..."

Richard Nixon

SOCIAL SECURITY

During President Nixon's term, social security benefits have increased by 51%. The President's program also has an inflation-proof feature that allows benefits to go up whenever the cost of Living goes up. Regarding the income situation for older Americans, the President has also asked Congress for an expansion of the retirement earnings test, and an increase in widows' benefits.

HEALTH CARE

President Nixon has earmarked massive amounts of money to find a cure for cancer. Federal outlays for health care and research in 1973 will reach $25.5 billion, and the President has proposed a National Health Insurance Standards Act, a Family Health Insurance Plan, and the National Health Education Foundation, all aiming at better health care for everyone. He has also requested the elimination of $5.80 monthly premium under Part B of Medicare.

STABILITY

In 1968, there was mass rioting in cities and on campuses across America. Under President Nixon, riots have become a fraction of what they were. The President has spoken out strongly for the need to respect the law, has effectively worked to solve many of the problems disturbing Americans.

DEFENSE

President Nixon believes in a strong America. He believes that the best way to decrease the defense budget is through mutual disarmament. His recent SALT agreements with Russia prove that point. Senator McGovern favors deep cuts that the President opposes, despite warnings from military experts that the U.S. would thereby be weakened around the world.

NEW GOVERNMENT RESPONSIVENESS

President Nixon has embarked on a comprehensive program within the government to insure coordination between all Federal and state agencies involved in the field of aging. This has included the formation of a fully staffed Cabinet Committee on Aging and the appointment of Arthur Fleming as a full-time consultant.

CRIME

The President's vigorous law-enforcement policies have cut the increase in the nation's serious crime-rate from 10% two years ago to 1% in the first quarter of this year. Eighty (over half) of our major cities have reported actual decreases in crime, and Washington, D.C. has achieved a 30% decrease over last year. Making all this possible has been President Nixon's program of increased aid to states and localities.

THE ECONOMY

President Nixon has taken strong action to halt inflation and increase employment. He initiated a 90-day wage-price freeze, followed by more flexible controls, and introduced a package of tax cuts to stimulate the economy. The inflation rate has been cut in half, and the Gross National Product has expanded at a yearly rate of over 7%. Housing starts, a prime economic indicator, are up 42% over last year.

FOREIGN POLICY

President Nixon, in the name of peace, went to Moscow where he negotiated agreements with the Soviet Union to limit development of missiles. He visited Peking to begin improving U.S./China relations. He called a halt to crisis diplomacy, seeking to reduce tensions in such troubled areas as the Middle East.

TAXES

(TO BE UNDERLINED IN RED)

Under President Nixon, Americans are paying $22 billion less in Federal taxes and corporations are paying $10 billion more. In addition, the President's proposed revenue sharing plan would return more money to the states, enabling them to lessen state taxes -- especially the property tax. This affects not only homeowners but, eventually, many tenants too, through increased rents.

VIETNAM

The President has done everything in his power to bring peace to Vietnam without sacrificing the South Vietnamese in the process. He has brought home 500,000 men...ended ground combat of American forces and cut spending by two-thirds. Strong steps are continually being taken to get the enemy to cease its aggression and make peace.

(TUCKED PANEL) OLDER AMERICANS BROCHURE QUOTES

"Everyone who earns between $8,000 and $20,000 would be socked in the proverbial jaw with the tax load from McGovern's ambitious programs."

Senator Hubert H. Humphrey

"I am a little surprised that Senator McGovern has announced this (welfare and tax reform) as his program. I find myself with a great many questions about it. I don't know where we get that money that we would have to make up if it is to be a balanced program. Even if McGovern added $43 billion to his revenues through elimination of the Social Security payments, there still would be a 'very sizable deficit'."

Representative Wilbur Mills

"Senator McGovern is proposing a 40 percent cut in our defense forces -- cutting the Navy in half, and the Air Force by more than half -- without any similar disarmament agreement from the Russians. It shocks me. No responsible President would think of cutting our defenses back to the level of a second class power in the face of the expanding Russian Navy and Air Force..."

Senator Hubert H. Humphrey

"McGovern has become the spokesman of some of the most dangerous destructive currents in American politics. Some call the McGovern Doctrine the new populism. I call it the new extremism."

Senator Henry Jackson

Why we Democrats are not supporting Senator McGovern.

Democrats for Nixon.

THE WHITE HOUSE

WASHINGTON

ADMINISTRATIVELY CONFIDENTIAL

September 5, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: GORDON STRACHAN S

SUBJECT: Peter Dailey Meeting re Democrats for Nixon

Peter Dailey has the newspaper ads, TV spots, and general campaign advertising materials for the Democrats for Nixon. John Connally called and asked Dailey to present these materials to him tomorrow, September 6 at 3 p.m.

You mentioned after the first DFN newspaper ad in August that you wanted to see the DFN materials before Connally saw them.

Dailey could review the materials with you any time tomorrow. The review would take 45 minutes according to Dailey. The President has nothing scheduled tomorrow beside Dr. Riland at 6 p.m.

Recommendation

✓ Haldeman to see Dailey

✓ 11 a.m. if we can

____ 12 noon

____ 1 p.m.

____ No need for Haldeman to see Dailey

_____ Other

ADMINISTRATIVELY CONFIDENTIAL

September 6, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: GORDON STRACHAN

SUBJECT: Democrats for Nixon Advertisements

Peter Dailey and Phil Joanou are available to show you the final DFN advertisements before they meet with Connally at 3 p.m. All the materials (TV spots, newspaper boards, etc.) are in my office. You have seen most of the materials in "rough", non-DFN attributed form.

The DFN strategy memorandum prepared by Dailey and delivered to me this morning is attached.

Also available in my office are the re-done DFN mailings and brochures that Peter Dailey and Bob Marik prepared for Connally.

GS/jb

DEMOCRATS FOR NIXON

ADVERTISING PROPOSAL

September 4, 1972

DEMOCRATS FOR NIXON

ADVERTISING PROPOSAL

I. Advertising Objectives

The advertising objective is to persuade traditional Democrats to vote for Richard Nixon in November.

Care should be taken that this objective is not diluted by other, less vital, goals, specifically:

- No attempt will be made to gain converts to the Republican Party -- this is too big a jump to ask most people to take and it would take years to accomplish.

- No attempt will be made to persuade Democrats to vote the Republican line. It's too tough a sale.

- No attempt will be made to broaden the appeal of Democrats for Nixon to include traditional ticket splitters and/or independents. The Committee to Re-elect will be concentrating most of its energies on this group. The Democrats for Nixon should concentrate on Democrats.

II. Creative Strategy

The basic thrust of the advertising message should be:

Senator McGovern does not reflect the philosophy of most Democrats, and surely not of most Americans. He is leading the party in the wrong direction and would the country as well.

This year, it is necessary that you (the Democrat) put country ahead of party.

Richard Nixon more adequately represents the philosophy of the American people. He has been a good President and deserves support.

Advertising copy must be restrained both in condemnation of McGovern and praise of the President. There is no need to resort to excess emotionalism, distortion, or innuendo

to point out the dangers of a McGovern administration.

His positions on defense, welfare, taxes, isolation, and peace terms are in conflict with the thinking of most Democrats and should be the major issues.

III. Media Strategy

At this point in the campaign, advertising should be concentrated in those states where current polling data shows the President either close to or behind McGovern. As we get further into the campaign, consideration will be given to scheduling some commercials nationally if we find the margin of difference eroding in more states.

Initially, though, it is proposed that local television (prime and fringe evening time) and full page newspaper ads can be scheduled in states as summarized in Section IV.

Prime & Fringe Evening Local Time

Use of television will enable us to quickly generate awareness to the broadest crossection of the population with the greatest possible impact in order to expose the weakness of McGovern's policies.

Full Page B/W Newspaper Ads

The addition of newspapers will extend the reach and frequency of the television effort through the use of a secondary supplemental medium and will provide us with the opportunity...

- To more fully develop distinctions between McGovern and the President.
- To feature names of prominent (local if possible) Democrats for Nixon to help generate bandwagon support.
- To provide response coupons to help generate volunteers and contributions.

IV. Media Plan

It is recommended that local spot television start Sept. 18 in the following states and markets, at 12 to 15 spots per week (150 GRP's), plus a full page B&W newspaper ad.

State	Market	TV	TV Cost	Newspapers	Newspaper cost
Calif.	San Francisco	1wk.	$16.7	full page	10.5
N.Y.	N.Y.C.	"	32.8	" "	29.3
N.J.	all	"	*	" "	12.0
Pa.	Philadelphia	"	12.6	" "	13.9
Ohio	Cleveland	"	6.6	" "	10.0
Ill.	Chicago	"	16.2	" "	9.7
Mich.	Detroit	"	7.5	" "	9.9
Wisc.	Milwaukee	"	3.5	" "	4.4
	Madison	"	.9	" "	1.0
Mo.	all	"	10.6	" "	12.5
Texas	Houston	"	4.8	" "	5.0
	Corpus Cristi	"	.6	" "	1.0
	sub total:		112.8		119.2
Oregon	Portland	"	3.4	" "	3.8
	Eugene	"	1.2	" "	1.1
Wash.	all	"	8.0	" "	10.4
W.Va.	all	"	3.9	" "	5.8
Minn.	Minneapolis	"	5.7	" "	6.9
	sub total:		22.2		28.0
	Grand total:		135.0		147.2

* Covered by New York City and Philadelphia

Extending this plan on an alternate week basis would result in the following budget:

	TV	N.P.	Total
Week of Sept 18	$135.0	$147.2	$282.2
" " Oct 2	135.0	147.2	282.2
" " Oct 16	135.0	147.2	282.2
" " Oct 30	135.0	147.2	282.2
	$540.0	$588.8	$1128.8

V. Scheduling

It is recommended that the following ads and commercials be scheduled:

	TV	N.P.
Week of Sept. 18	Credibility	Credibility
" " Oct. 2	Welfare	Welfare
" " Oct. 16	Defense	Defense
" " Oct. 30	To come	To come

VI. Future Plans

This is to be considered an "initial" schedule, to be reviewed on a weekly basis. Additional states and markets can be added as funds permit, and polling indicates the need.

VII. Network Opportunity

Two five minute telecasts are available on 9/19 (Marcus Welby) and 9/21 (Owen Marshall) at $10,000 each. It is recommended that these be used to initiate a prime-time national appeal by John Connally to establish 1) why Democrats for Nixon; 2) why Mr. Connally is opposed to McGovern; 3) why he is for the President. The telecast would close with an appeal for contributions and volunteers. (While this is not the major purpose of the telecast, it will help broaden participation in Democrats for Nixon).

NEWSPAPER LIST

CALIFORNIA	$10,500

San Francisco Chronicle/Examiner
Oakland Tribune
Napa Register
Santa Rosa Press Democrat
San Jose Mercury News

NEW YORK	$29,300

New York Times
New York Post
New York News
Long Island Press
Long Island Newsday
Westchester Rockland Group
Poughkeepsie Journal
Middletown Tribune-Herald
Kingston Freeman

NEW JERSEY	$12,000

Atlantic City Press
Camden Courier - Post
Trenton Times/Times Advertiser
Woodbury Times
Trenton Trentonian
Vineland Times - Journal
Huckensack Record
Jersey City Jersey Journal
Newark Star Ledger
Morristown/Parrippany Record
Asbury Park Press
New Brunswick Home News
Paterson Clifton Passaic Group
    Dover Advance
    Passaic Clifton Herald News

PENNSYLVANIA	$13,900

Philadelphia Bulletin
Philadelphia Enquirer
Boston-Wilson Express
Reading Eagle-Times
Levittown-Briston Courier Times
West Chester Local News
Strouds East Pocono Record
Hazleton Standard-Speaker
Allentown Call-Crhonicle

OHIO $10,000

Cleveland Press
Cleveland Plain Dealer
Ashtabula Star-Beacon
Lorain-Journal
Akron Beacon-Journal
Dover-New Philadelphia Times-Reporter
Wooster Record
Canton Deposit
Mansfield News Journal

ILLINOIS $9,700

Chicago Tribune
Chicago Sun-Times
Chicago Today
Chicago News

MICHIGAN $9,900

Detroit News
Detroit Free Press
Pontiac Oakland Press
Royal Oak Tribune

WISCONSIN $5,400

Milwaukee Journal Sentinel
Racine Journal-Times Bulleitn
Sheboygan Press
Madison Capital Times Wisconsin State Journal

MISSOURI $12,500

St. Louis Post Dispatch
St. Louis Globe Democrat
Kansas City Star Times
Columbia Tribune
Jeff. City Capital News/Post Tribune
Sedalia Capital Democrat
Joplin Globe
Kirksville Express and News
St. Joseph News - Press Gazette
Springfield News Leader and Press

TEXAS $6,000

Houston Chronicle
Houston Post
Galveston News
Corpus Christi Times Caller

OREGON $4,900

Portland Journal of Commerce
Salem Oregon Statesman/Cap. Journal
Albany Democrat Herald
Eugene Register-Guard
Rosenburg News Review

WASHINGTON $10,400

Seattle Times
Seattle Post-Intelligencer
TAcoma News Tribune
Everett Herald
Olympia Olympian
Bremerton Sun
Spokane Chronicle/Review
Wenatchee World
Bellingham Herald
Yakima Herald-REpublic
Walla Walla Union-Bulletin

WEST VIRGINIA $5,800

Charleston Gazette Mail
Huntington Herald Dispatch
Parkersburg News Sentinel
Logan Banner
Beckley Post Herald RAleigh Reg.
Bluefield Telegraph Sunset News-Observer
Clarksburg Exponent Telegram
Elkins Inter-Mountain
Grafton Sentinel
Wheeling Intelligencer News-Register

MINNESOTA $6,900

Minneapolis Star Times
St. Paul Dispatch
St. Cloud Newspaper
Redwing Eagle
Fairbault News
New Alma Journal
Willmar Tribune
Waseca Journal

G → Magruder 9/1

AMNESTY

The President refuses to even consider amnesty for draft-dodgers until the war in Vietnam is over, our prisoners are returned and our missing-in-action are accounted for. At that point he would ~~grant~~ consider amnesty only on the condition that those Americans who dodged the draft or ran away to Canada or Sweden be required to pay a suitable penalty for having deserted the United States in a time of need.

THE WHITE HOUSE

WASHINGTON

HIGH PRIORITY

September 1, 1972

MEMORANDUM FOR: PATRICK BUCHANAN

FROM: GORDON STRACHAN S

SUBJECT: Amnesty Paragraph of DFN Brochure

Bob asked that you review and redraft the paragraph on amnesty that is marked. The revised texts of other parts of the brochure will be sent out to California on the courier tonight so if you could let us have your draft this afternoon it would be appreciated.

Thank you.

THE ECONOMY

President Nixon has taken strong action to halt inflation and increase employment. He initiated a 90-day wage-price freeze, followed by more flexible controls, and introduced a package of tax cuts to stimulate the economy. The inflation rate has been cut in half, and the Gross National Product has expanded at a yearly rate of over 7%. Housing starts, a prime indicator, are up 42% over last year.

VIETNAM

The President has done everything in his power to bring peace to Vietnam without sacrificing the South Vietnamese in the process. He has brought home 500,000 men...the ground war is over for American forces...and cut spending by two-thirds. Strong steps are continually being taken to get the enemy to cease its aggression and make peace.

AMNESTY

The President refuses to even consider amnesty for draft-dodgers until after the war in Vietnam is over and the Communists have returned all our prisoners of war. He would then ~~be effective by separating~~ those who have dodged the draft ~~and stayed in America~~ and those who actually deserted America by relocating to a foreign country.

require suitable penalties for

Check Buchanan on this wording. The present 9 is totally wrong.

THE WHITE HOUSE
WASHINGTON

Date: August 29, 1972

TO: H.R. HALDEMAN

FROM: GORDON STRACHAN

Attached

You have the brochures that the Democrats for Nixon will send with these letters in September. MacGregor specifically asked that you check the amnesty language.

The addressees of the various letters are indicated in the upper left hand corner.

Most letters will be signed by John Connally, but he has not made a final decision of which yet.

The mailings are scheduled for mid-September but the substantial lead time requires your comments at your earliest convenience.

Committee for the Re-election of the President

MEMORANDUM August 23, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR: MR. CLARK MAC GREGOR

THROUGH: MR. JEB S. MAGRUDER

FROM: L. ROBERT MORGAN

SUBJECT: "Democrats For Nixon" Letters

The attached six (6) "Democrats For Nixon" letters have been approved by the Honorable John B. Connally. TABS A and B are the High Income and Middle Income letters, respectively, which will accompany the General Democrat brochure. TABS C, D and E are the Peripheral Urban Ethnic, Irish/Italian/Polish Ethnic, and Veterans letters, respectively, which will accompany the Peripheral Urban Ethnic brochure. TAB F is the Older Americans letter which will accompany the Older Americans brochure.

All of the attached are copy for the September Mailing for Cook County, Illinois, California, Pennsylvania and New Jersey. The full Senator McGovern quotes are also attached so you can see they are not taken out of context.

RECOMMENDATION:

That you approve the attached "Democrats For Nixon" letters.

APPROVE_____ DISAPPROVE_____ COMMENTS_____

Also attached are xerox copies of the art work for the "Democrats For Nixon" letterhead (TAB G); return envelope (TAB H); mailing envelope (TAB I); and the personalized Volunteer/Contributor Card (TAB J).

RECOMMENDATION:

That you approve the xerox copies of the "Democrats For Nixon" art work.

APPROVE_____ DISAPPROVE_____ COMMENTS_____

Attachments:
TAB A
TAB B
TAB C
TAB D
TAB E
TAB F
TAB G
TAB H
TAB I
TAB J

cc: Dr. Robert H. Marik

A

DEMOCRATS FOR NIXON

HIGH INCOME LETTER

Approve_____

Approve With Changes_____

_____

Dear Fellow Democrat:

Senator McGovern's extreme views have forced us to make a hard choice. We, and millions like us, have decided to vote for President Nixon. We'd like you to know why.

The President wants welfare structured so there's an incentive to work. Senator McGovern wants to give everyone $1,000, whether or not he works, whether or not he needs it, and whether or not the rest of us can afford it.

pretty hard to change this

The President wants to trim only the fat from our military budget. Senator McGovern would slash our defense to ribbons. The President says our prisoners of war must be freed before we leave Vietnam. Senator McGovern would risk abandoning them.

Because of President Nixon's strong action and decisive leadership we urge you to help.

We need your vote. We need you as a volunteer. We need your contribution.

A further reason why we support President Nixon:

According to July 22nd's New York Times, the second quarter of 1972 showed the fastest gain in the economy since 1965.

He has ~~decreased~~ reduced personal income taxes. And proposed Federal revenue sharing that would ease the pressure of your property tax.

The President's leadership has been effective in the field of law enforcement. He has taken a hard line against criminals. Under the President, the increase in the crime rate has been cut by 50%. Our streets are safer. And our campuses quieter.

His great goal is a generation of peace. He has gone to China and Russia and eased tensions in the Middle East.

We need President Nixon now more than ever. Vote for him on November 7th. And use the card enclosed for contributions of time and money.

Sincerely,

P.S. Democrats for Nixon in (name of state) have just begun raising money. Give generously. And please do it now; it's needed now.

PRINTED ON 100% RECYCLED PAPER

DEMOCRATS FOR NIXON

MIDDLE INCOME LETTER (REVISED)

Approve_____

Approve With Changes_____

B

_____
SIGNATURE

Dear Fellow Democrat:

Senator McGovern's extreme views have forced us to make a hard choice. We, and millions like us, have decided to vote for President Nixon. We'd like you to know why.

The President wants work incentives for those on welfare. Senator McGovern just wants to give everyone $1,000, whether or not he needs it and regardless of what it costs.

The President is against busing. Senator McGovern has stated, "I think it (busing for integration) is essential."

The President wants to trim only the fat from our military budget. Senator McGovern's proposed $30 billion slash would, according to his fellow Democrat, Senator Humphrey, "cut into the very security of this country".

The President has agreements with 20 countries to help stop drug traffic and has cracked down on pushers.

Because of his strong action and decisive leadership we urge you to join us in helping re-elect President Nixon. We need your vote. We need you as a volunteer. We need money.

A few more reasons we strongly support President Nixon:

President Nixon says our prisoners of war must be released before we leave Vietnam. Senator McGovern, when asked, "(Do) You want us to do all they demand and then beg them to give back our boys?" said, "Begging is better than bombing."

The President's leadership has been effective in the field of law enforcement. He has taken a hard line against criminals. Under the President, the increase in the crime rate has been cut by 50%. Our streets are safer. And our campuses quieter.

He has decreased personal income taxes and has proposed Federal revenue sharing to ease the burden of your property tax.

President Nixon. We need him now more than ever. Vote for him on November 7th. And use the card enclosed for contributions of time and money. It could prove as important as your ballot.

Sincerely,

P.S. Democrats for Nixon in (name of state) have just begun raising money, so large gifts are needed. Give whatever you can. But give something. And please do it now; it's needed now.

"Q: You support busing for integration, per se?"

"A: Yes, I do. I think it's essential."

Interview
Washington Post
January 9, 1972

"You want us to do all they demand and then beg them to give back our boys?" McGovern answered: "I'll accept that. Begging is better than bombing."

Washington Post
June 30, 1972

DEMOCRATS FOR NIXON

PERIPHERAL URBAN ETHNIC LETTER

Approve_____

Approve With Changes_____

_____
SIGNATURE

C

Dear Fellow Democrat:

Senator McGovern's extreme views have forced us to make a hard choice. We, and millions like us, have decided to vote for President Nixon. We'd like you to know why.

The President is against busing. Senator McGovern has stated, "I think it (busing for integration) is essential."

The President says our prisoners of war must be freed before we leave Vietnam. Senator McGovern, when asked, "(Do) You want us to do all they demand and then beg them to give back our boys?" said, "Begging is better than bombing."

The President wants work incentives for those on welfare instead of Senator McGovern's $1,000 giveaway to non-workers, needy or not, which we would have to pay for.

The President's leadership has been effective in the field of law enforcement. He has taken a hard line against criminals. Under the President, the increase in the crime rate has been cut by 50%. Our streets are safer. And our campuses quieter.

To stop drug traffic, the President has signed agreements with 20 countries, and cracked down hard on the neighborhood pushers.

His wage-price freeze made the rate of inflation dip over 50% in the last four months of 1971.

He has reduced personal income taxes. And proposed Federal revenue sharing that would ease the pressure of your property tax.

Because of the strong action and decisive leadership President Nixon has shown, we urge you to join us. We need your vote. We need you as a volunteer. We need your contribution.

Please use the Volunteer Card enclosed for contributions of time and money. Vote for President Nixon on November 7th.

Sincerely,

P.S. Democrats for Nixon in (name of state) have just begun raising money. Be generous. Give whatever you can. But give something.

PRINTED ON 100% RECYCLED PAPER

DEMOCRATS FOR NIXON

CALIFORNIA PERIPHERAL URBAN ETHNIC LETTER

REPLACE WELFARE PARAGRAPH:

President Nixon strongly supports the space shuttle program which has such great scientific potential and should create 160,000 new jobs (50,000 here in California). Senator McGovern said, "I wouldn't manufacture foolish projects like the shuttle."

DEMOCRATS FOR NIXON

OLDER PERIPHERAL URBAN ETHNIC LETTER

REPLACE WELFARE PARAGRAPH:

He has proposed a National Health Insurance Plan and the liberalization of the Retirement Earnings Test. He has also signed into law Social Security increases in excess of 51%.

"Q: You support busing for integration, per se?"

"A: Yes, I do. I think it's essential."

Interview
Washington Post
January 9, 1972

"You want us to do all they demand and then beg them to give back our boys?" McGovern answered: "I'll accept that. Begging is better than bombing."

Washington Post
June 30, 1972

"I wouldn't manufacture foolish projects like the shuttle."

Orlando Sentinel
January 21, 1972

DEMOCRATS FOR NIXON

IRISH/ITALIAN/POLISH ETHNIC LETTER
(REVISED)

Approve_____

Approve With
Changes_____

_____
SIGNATURE

Dear Fellow Democrat:

Senator McGovern's extreme views have forced us to make a hard choice. We, and millions like us, have decided to vote for President Nixon. We'd like you to know why.

The President wants work incentives for those on welfare instead of Senator McGovern's $1,000 giveaway to everyone.

The President is ~~for~~ finding a way to aid parochial and private schools. Senator McGovern said, "...I do not believe in direct aid to parochial schools. I think it's unconstitutional."

The President wants to trim only the fat from our military budget. Senator McGovern would slash our defense to ribbons.

President Nixon says our prisoners of war must be released before we leave Vietnam. Senator McGovern, when asked, "(Do) You want us to do all they demand and then beg them to give back our boys?" said, "Begging is better than bombing."

The President would ~~be generous, but~~ side with the law on ~~amnesty~~ penalties for draft-dodgers. Senator McGovern would let them all go scot-free. Senator McGovern said, "It may well be that statements of this kind (Senator McGovern's declaration that amnesty is the best policy) will lead some people to hold out against the draft."

Because of his strong action and decisive leadership we urge you to join us. We need your vote. We need you as a volunteer. We need money.

More reasons why we support President Nixon:

The President's leadership has been effective in the field of law enforcement. He has taken a hard line against criminals. Under the President, the increase in the crime rate has been cut by 50%. Our streets are safer. And our campuses quieter.

To stop drug traffic, the President has signed agreements with 20 countries, and cracked down hard on neighborhood pushers.

Under the President, the wage-price freeze made the rate of inflation dip over 50% in the last four months of 1971.

We need President Nixon -- now more than ever.

Vote for him on November 7th. Volunteer if you possibly can. And send any money you can spare. Use the card enclosed. It could be as important as your ballot.

Sincerely,

P.S. Democrats for Nixon in (name of state) have just begun raising money. Give whatever you can. But give something.

Q: "You support busing for integration, per se?"

A: "Yes, I do. I think it's essential."

Interview
Washington Post
January 9, 1972

"...I do not believe in direct aid to parochial schools. I think it's unconstitutional."

Akron-Beacon Journal
April 29, 1972

"You want us to do all they demand and then beg them to give back our boys?" McGovern answered: "I'll accept that. Begging is better than bombing."

Washington Post
June 30, 1972

"It may well be that statements of this kind (his declaration that amnesty is the best policy) will lead some people to hold out against the draft."

McGovern Press Release
September 23, 1971

DEMOCRATS FOR NIXON

VETERANS LETTER (REVISED)

Approve _____

Approve With Changes _____

_____
SIGNATURE

Dear Fellow Democrat:

Senator McGovern's extreme views have forced us to make a hard choice. We, and millions like us, have decided to vote for President Nixon. We'd like you to know why.

The President wants to trim only the fat from our military budget. Senator McGovern's proposed $32 billion slash would, according to his fellow Democrat, Senator Humphrey, "cut into the very security of this country".

E

On the question of a blanket amnesty for draft-dodgers, the President would ~~[illegible]~~ -- ~~but~~ on the side of the law. Senator McGovern said, "It may well be that statements of this kind (Senator McGovern's declaration that amnesty is the best policy) will lead some people to hold out against the draft."

President Nixon says our prisoners of war must be released before we leave Vietnam. Senator McGovern, when asked, "(Do) You want us to do all they demand and then beg them to give back our boys?" said, "Begging is better than bombing."

Because of the President's strong action and decisive leadership we urge you to join us. We need your vote. We need you as a volunteer. We need money.

A few more facts you should consider:

The President's leadership has been effective in the field of law enforcement. He has taken a hard line against criminals. Under the President, the increase in the crime rate has been cut by 50%. Our streets are safer. And our campuses quieter.

President Nixon has agreements with 20 countries to help stop drug traffic and has cracked down hard on neighborhood pushers.

And he is firmly committed to fulfilling America's health care obligations to its veterans instead of dumping them into the National Health Care Program, as Senator McGovern would.

We need President Nixon now more than ever. Vote for him on November 7th. And use the card enclosed for contributions of time and money.

Sincerely,

P.S. Democrats for Nixon in (name of state) have just begun raising money. Give whatever you can. But give something. And please do it now.

"It may well be that statements of this kind (his declaration that amnesty is the best policy) will lead some people to hold out against the draft."

McGovern Press Release
September 23, 1971

"You want us to do all they demand and then beg them to give back our boys?" McGovern answered: "I'll accept that. Begging is better than bombing."

Washington Post
June 30, 1972

DEMOCRATS FOR NIXON

OLDER AMERICANS LETTER

Approve _____

Approve With Changes _____

_____
SIGNATURE

Dear Fellow Democrat:

Senator McGovern's extreme views have forced us to make a hard choice. We, and millions like us, have decided to vote for President Nixon. We'd like you to know why.

The President believes in the basic values and traditions that made America great. Senator McGovern seems to have forgotten them.

The President wants work incentives for those on welfare. Senator McGovern just wants to give everyone $1,000, whether or not he needs it and regardless of what it costs.

F

The President wants to trim only the fat from our military budget. Senator McGovern's proposed $32 billion slash would, according to Senator Humphrey, "cut into the very security of this country".

Because of President Nixon's strong action and decisive leadership we urge you to help.

We need your vote. We need you as a volunteer. We need your contribution.

Further reasons why we strongly support President Nixon:

He has proposed a National Health Insurance Plan and the expansion of the Retirement Earnings Test. He has signed into law Social Security increases in excess of 51%.

The President's leadership has been effective in the field of law enforcement. He has taken a hard line against criminals. Under the President the increase in the crime rate has been cut by 50%. Our streets are safer. And our campuses quieter.

His wage-price freeze made the rate of inflation dip over 50% in the last four months of 1971.

The President says our prisoners of war must be freed before we leave Vietnam. Senator McGovern, when asked, "(Do) You want us to do all they demand and then beg them to give back our boys?" said, "Begging is better than bombing."

We need President Nixon now more than ever. Vote for him on November 7th. And use the card enclosed for contributions of time and money.

Sincerely,

P.S. Give whatever you can. But give something. And please do it now.

PRINTED ON 100% RECYCLED PAPER

"You want us to do all they demand and then beg them to give back our boys?" McGovern answered: "I'll accept that. Begging is better than bombing."

Washington Post
June 30, 1972

Democrats for Nixon

P.O. BOX 437 WASHINGTON, D.C. 20044

[illegible] McCALLEY
[illegible] for Nixon
[illegible]
[illegible] Chairman, Independents for Nixon

[illegible] MARKS
[illegible]

[illegible]

DAVID E. BRADSHAW
Former Chairman of
Young Democrats of
Cook County, Illinois
and Former
Committeeman of
Young Democrats of Illinois
Chicago, Illinois

MAYOR BEVERLY BRILEY
Nashville, Tennessee

FARRIS BRYANT
Former Governor of Florida
Jacksonville, Florida

J. M. CALHOON
President
National Marine Engineers'
Beneficial Association—
AFL-CIO
New York, New York

GOODWIN CHASE
Washington State
Director of Finance
Harry S. Truman
Presidential Campaign 1948
Chairman, Washington
State Committee
Stevenson for President
Tacoma, Washington

LEO CHERNE
Executive Director
The Research Institute
of America
New York, New York

JOHN F. COLLINS
Former Mayor, Boston,
Massachusetts
President, Greater
Boston Chamber
of Commerce
Consulting Professor of
Urban Affairs, MIT
Boston, Massachusetts

JOHN T. CONNOR
Chairman of the Board
Allied Chemical Corporation
Former Secretary of Commerce
Morris Township, New Jersey

SAMMY DAVIS, JR.
Actor, Entertainer
Hollywood, California

THOMAS G. DUNN
Mayor
Elizabeth, New Jersey

FRANK E. FITZSIMMONS
General President
International Brotherhood
of Teamsters
Washington, D.C.

WILLIAM H. G. FRANCE
1972 Chairman,
Florida State Democratic
Delegation President,
International
Speedway Corporation
Daytona Beach, Florida

RAYMOND GALLAGHER
Past National Commander
of Veterans of
Foreign Wars
Redfield, South Dakota

CHARLTON HESTON
Hollywood, California

SAM HUFF
Washington, D.C.
Rock Lake, West Virginia

ELDON JAMES
Past National Commander of the
American Legion
1968 National Chairman of
Veterans for
Humphrey—Muskie
Hampton, Virginia

PRINTED ON 100% RECYCLED PAPER

G

[illegible]
[illegible]
[illegible]
[illegible] Virginia
MA[illegible] D. KENNEDY
[illegible]
W[illegible] KERNEY
Former Chairman,
Democratic Central
Committee of the
District of Columbia
Washington, D.C.
[illegible] KLEIN
Chairman of the Board
and Chief Executive
Officer of National
General Corporation
Los Angeles, California
RABBI HERSCHEL SCHACTER
Former Chairman,
Conference of Presidents
of Major American
Jewish Organizations
New York City, New York
DAVID LUCHINS
1972 Chairman, Jewish
Youth for Humphrey
New York, New York
KENNETH T. LYONS
National President
National Association of
Government Employees
Boston, Massachusetts
MARY ANN MAIER
(Mrs. Henry W. Maier)
Milwaukee, Wisconsin
MAYOR JACK D. MALTESTER
Past President U.S.
Conference of Mayors
San Leandro, California
LEONARD H. MARKS
Former Director, USIA
Washington, D.C.
JOHN M. McCARRELL
President, Local 544, UAW
Dravosburg, Pennsylvania
JOHN E. O'NEILL
Executive Director
Concerned Vietnam
Veterans for Nixon
Washington, D.C.
ORVILLE E. PITTS
Democratic Alderman
First Ward
Milwaukee, Wisconsin
JUDGE MARIO PROCACCINO
New York, New York
DEL W. RENTZEL
Washington, D.C.
JAMES ROOSEVELT
Beverly Hills, California
ROBERT F. SIX
President
Continental Airlines
Los Angeles, California
MRS. JOUETT SHOUSE
1916 F Street, N.W.
Washington, D.C.
Plantation House
Trap Road
Vienna, Virginia
THOMAS J. WATSON, JR.
Chairman of the
Executive Committee
IBM Corporation
Armonk, New York
MAYOR LOUIE WELCH
Houston, Texas
DR. WILLIAM WEXLER
Chairman World Conference of
Jewish Organizations
Former President of B'nai B'rith
Savannah, Georgia
MICKEY C. MANTLE
Dallas, Texas
FRANK SINATRA
Palm Springs, California
C. R. SMITH
Former Secretary of Commerce
Washington, D.C.
AL ORTEGA
Commissioner and Vice President,
Board of Public Works,
City of Los Angeles
Los Angeles, California

Please
Place
Stamp
Here

Democrats for Nixon
P.O. BOX 437
WASHINGTON, D.C. 20044

Democrats for Nixon
P.O. BOX 437 WASHINGTON, D.C. 20044

Printed on 100% recycled paper.

Multiply your voting power
with this

VOLUNTEER CARD

☐ **I agree the President deserves support. Contact me, I'll be a campaign volunteer.**

☐ **Enclosed is my check for $ _____ made out to Democrats for Nixon. Re-election of the President.**

Signature _____ Telephone _____

INSTRUCTIONS: Please fill out this volunteer card, insert it in the reply envelope and mail today.

Giving costs you less this year! See tax note on other side. ▶

IMPORTANT TAX MESSAGE

Political contributions are now tax deductible in two ways (which ever gives you the most benefit:)

1. A $12.50 tax credit ($25.00 for a married couple filing a joint return) can be subtracted from your total tax bill, or

2. A $50.00 deduction can be taken from your taxable income ($100.00 for a married couple filing a joint return).

4

THE WHITE HOUSE
WASHINGTON

Gregor specifically
ents that you review
tion paper clipped.

These are very
badly written.

Committee for the Re-election of the President

MEMORANDUM August 18, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR: MR. CLARK MAC GREGOR

THROUGH: MR. JEB S. MAGRUDER

FROM: L. ROBERT MORGAN

SUBJECT: "Democrats For Nixon" Brochures

The three (3) "Democrats For Nixon" brochures that have been approved by the Honorable John Connally are attached. TAB A is the General Democrat brochure that would be accompanied with a letter to High Income and Middle Income Democrats. TAB B is a xerox copy of the stat for this brochure. TAB C is a Peripheral Urban Ethnic brochure that would be accompanied by either an Irish/Italian/Polish/Veteran or Peripheral Urban Ethnic letter to Democrats. TAB D is a xerox copy of the stat for this brochure. TAB E shows the Older American brochure that would be accompanied with an Older American Peripheral Urban Ethnic letter or straight Older American letter. TAB F is a xerox copy of the stat for this brochure.

These mailings are scheduled to go to reachable Democrats in California, Cook County, Illinois, New Jersey and Pennsylvania. The total ensemble is a letter geared to the voter segment, personalized Volunteer/Contributor Card, a return envelope and a mailing envelope.

The "Democrats For Nixon" letters that will accompany these brochures will be submitted to you as soon as they are indorsed by the Honorable John Connally. We are requesting approval for the brochures separately so that we can start printing in order to have stock and meet our planned dates.

RECOMMENDATION:

That you approve copy and the rough stat for the three (3) brochures.

APPROVE_____ DISAPPROVE_____ COMMENTS_____

Attachments:
TAB A
TAB B
TAB C
TAB D
TAB E
TAB F

cc: Dr. Robert H. Marik

F I N A L DEMOCRATS FOR NIXON

GENERAL BROCHURE

Approved By:
Honorable John Connally
August 17, 1972

(FRONT PANEL) WHY WE DEMOCRATS ARE SUPPORTING PRESIDENT NIXON

(QUOTE ON CENTER PANEL) "Let us reject the narrow visions of those who would tell us that we are evil because we are not yet perfect, that we are corrupt because we are not yet pure, that all the sweat and toil and sacrifice that have gone into the building of America were for naught because that building is not yet done."

Richard Nixon

DEFENSE

President Nixon believes in a strong America. He believes the best way to decrease the defense budget is through mutual disarmament. He has proved his point with the Russian SALT agreements. Senator McGovern favors the deep cuts that the President opposes, despite warnings from military experts that the U.S. would thereby be weakened around the world.

DRUGS

President Nixon has been both tough and flexible. He won the agreement of Turkey to place a total ban on the growing of opium poppy...made an agreement with France to assist in halting the traffic of drugs...and stepped up arrests of pushers. He is spending 600% more for drug education than ever before. Together, these actions are finally turning the tide against the drug scourge.

VIETNAM

The President has done everything in his power to bring peace to Vietnam without sacrificing the South Vietnamese in the process. He has brought home 500,000 men...ended ground combat for American forces...and cut spending by two-thirds. Strong steps are continually being taken to get the enemy to cease its aggression and make peace.

STABILITY

In 1968, there was mass rioting in cities and on campuses across America. Under President Nixon, riots have become a fraction of what they were. The President has spoken out strongly for the need to respect the law and has effectively worked to solve many of the problems disturbing America.

FOREIGN POLICY

President Nixon, in the name of peace, went to Moscow where he negotiated agreements with the Soviet Union to limit development of missiles. He visited Peking to begin improving U.S./China relations. He called a halt to crisis diplomacy, seeking to reduce tension in such troubled areas as the Middle East.

ENVIRONMENT

President Nixon established the Environmental Protection Agency, the first Federal unit ever set up to protect our quality of life. He has increased funding for environmental improvement by over 500%, and initiated a Legacy of Parks Program to bring increased recreational opportunities to cities. No less than 25 separate environment bills have been proposed by him.

HEALTH CARE

President Nixon has earmarked massive amounts of money to find a cure for cancer and sickle cell anemia. Federal outlays for health care and research in 1973 will reach $25.5 billion, and the President has proposed a National Health Insurance Standards Act, a Family Health Insurance Plan and the National Health Education Foundation, all aiming at better health care for everyone.

TAXES

(TO BE UNDERLINED IN RED)

Under President Nixon, individuals are paying $22 billion less in Federal taxes and corporations are paying $10 billion more. In addition, the President's proposed revenue sharing plan would return more money to the states, enabling them to lessen state taxes -- especially the property tax. This tax affects not only homeowners but, eventually, many tenants too, through increased rents.

THE ECONOMY

President Nixon has taken strong action to halt inflation and increase employment. He initiated a 90-day wage-price freeze, followed by more flexible controls, and introduced a package of tax cuts to stimulate the economy. The inflation rate has been cut in half, and the Gross National Product has expanded at a yearly rate of over 7%. Housing starts, a prime economic indicator, are up 42% over last year.

CRIME

The President's vigorous law-enforcement policies have cut the increase in the nation's serious crime rate from 10% two years ago to 1% in the first quarter of this year. Eighty (over half) of our major cities have reported actual decreases in crime, and Washington, D.C. has achieved a 30% decrease over last year. Making all this possible has been President Nixon's program of increased aid to states and localities.

(TUCKED PANEL) GENERAL BROCHURE QUOTES

"Everyone who earns between $8,000 and $20,000 would be socked in the proverbial jaw with the tax load from McGovern's ambitious programs."

Senator Hubert H. Humphrey

"I am a little surprised that Senator McGovern has announced this (welfare and tax reform) as his program. I find myself with a great many questions about it. I don't know where we get that money that we would have to make up if it is to be a balanced program. Even if McGovern added $43 billion to his revenues through elimination of the Social Security payments, there still would be a 'very sizable deficit'."

Representative Wilbur Mills

"Senator McGovern is proposing a 40 percent cut in our defense forces -- cutting the Navy in half, and the Air Force by more than half -- without any similar disarmament agreement from the Russians. It shocks me. No responsible President would think of cutting our defenses back to the level of a second class power in the face of the expanding Russian Navy and Air Force..."

Senator Hubert H. Humphrey

"McGovern has become the spokesman of some of the most dangerous and destructive currents in American politics. Some call the McGovern Doctrine the new populism. I call it the new extremism."

Senator Henry Jackson

"McGovern's positions on many of the issues are unacceptable to a large portion of our people."

Senator Edmund Muskie

"_____"

SEN. HUBERT HUMPHREY

"_____"

REP. WILBER MILLS

"_____"

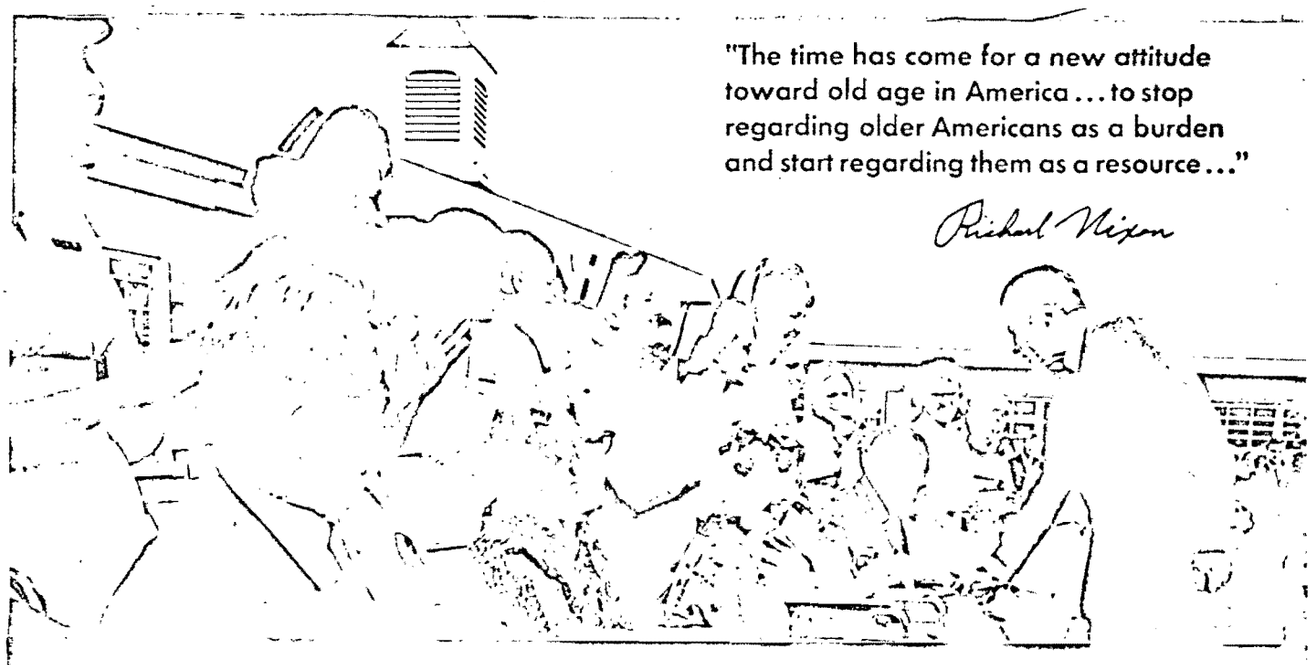
SEN. EDMUND MUSKIE

"_____"

SEN. HUBERT HUMPHREY

"_____"

SEN. HENRY JACKSON



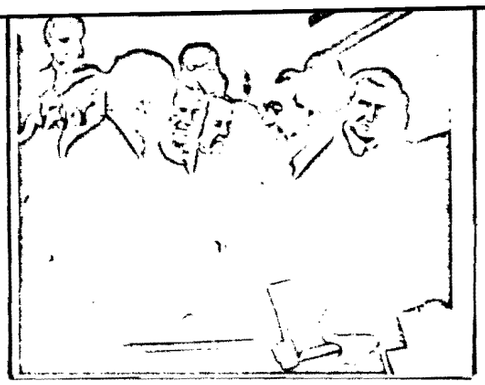
"The time has come for a new attitude toward old age in America ... to stop regarding older Americans as a burden and start regarding them as a resource..."

Richard Nixon

Why we Democrats are not supporting Senator McGovern.

Democrats for Nixon.

The Record



Economy

Social Security

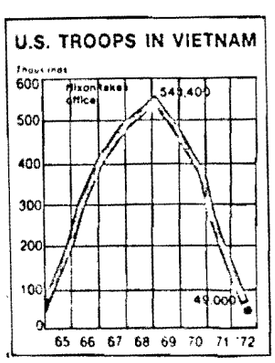
Foreign Policy

Taxes

Defense

Crime

Stability



Vietnam

Drugs

Health Care

F I N A L DEMOCRATS FOR NIXON

PERIPHERAL URBAN ETHNIC BROCHURE

Approved By:
Honorable John Connally
August 17, 1972

(FRONT PANEL) WHY WE DEMOCRATS ARE SUPPORTING PRESIDENT NIXON

(QUOTE ON CENTER PANEL) "Massive busing produces inferior education and education's the name of the game. When you take kindergarten kids and put them on a bus for an hour and a half, when they've got a school they could walk to five minutes away, now that's wrong."

Richard Nixon

BUSING

The President has consistently taken a strong stand against the busing of school children for the purpose of achieving integration. A champion of neighborhood schools, the President believes that the real task is to give the local schools the necessary aid to provide the best possible education for all children.

DEFENSE

President Nixon believes in a strong America. He believes the best way to decrease the defense budget is through mutual disarmament. He has proved his point with the Russian SALT agreements. Senator McGovern favors the deep cuts that the President opposes, despite warnings from military experts that the U.S. would thereby be weakened around the world.

DRUGS

President Nixon has been both tough and flexible. He won the agreement of Turkey to place a total ban on the growing of opium poppy...made an agreement with France to assist in halting the traffic of drugs...and stepped up arrests of pushers. He is spending 600% more for education against drug use. Together, these actions are finally turning the tide against the drug scourge.

WELFARE

President Nixon has introduced the concept of "workfare" into his welfare program. This will not deny the truly needy of benefits, but it will mandate that the able-bodied work in some productive capacity. The President's goal is to reduce the welfare rolls and reverse the trend of thinking which maintains that those who are lazy have a right to live off America's hard-working taxpayers.

TAXES

(TO BE UNDERLINED IN RED)

Under President Nixon, Americans are paying $22 billion less in Federal taxes and corporations are paying $10 billion more. In addition, the President's proposed revenue sharing plan would return money to the states, enabling them to lessen state taxes -- especially the property tax. This tax affects not only homeowners but, eventually, many tenants too, through increased rents.

EMPLOYMENT

The number of employed Americans reached a record hight of 81.2 million in June of this year. President Nixon won an agreement with Japan to restrict its textile exports, thereby relieving pressure on American industry...and signed into law the Emergency Employment Act providing more than 250,000 new jobs. The unemployment rate is declining, despite the return of 500,000 job-seeking men from Vietnam, the result of the President's successful withdrawal policy.

FOREIGN POLICY

President Nixon, in the name of peace, went to Moscow where he negotiated agreements with the Soviet Union to limit development of missiles. He visited Peking to begin improving U.S./China relations. He called a halt to crisis diplomacy, seeking to reduce tension in such troubled areas as the Middle East.

THE ECONOMY

President Nixon has taken strong action to halt inflation and increase employment. He initiated a 90-day wage-price freeze, followed by more flexible controls, and introduced a package of tax cuts to stimulate the economy. The inflation rate has been cut in half, and the Gross National Product has expanded at a yearly rate of over 7%. Housing starts, a prime indicator, are up 42% over last year.

VIETNAM

The President has done everything in his power to bring peace to Vietnam without sacrificing the South Vietnamese in the process. He has brought home 500,000 men...the ground war is over for American forces...and cut spending by two-thirds. Strong steps are continually being taken to get the enemy to cease its aggression and make peace.

AMNESTY

The President refuses to even consider amnesty for draft-dodgers until after the war in Vietnam is over and the Communists have returned all our prisoners of war. He would then [redacted] those who have dodged the draft [redacted] and those who actually deserted America by relocating to a foreign country.

require suitable penalties for

Check Buchanan on this wording. The present ¶ is totally wrong.

(TUCKED PANEL) PUE BROCHURE QUOTES

"Everyone who earns between $8,000 and $20,000 would be socked in the proverbial jaw with the tax load from McGovern's ambitious programs."

Senator Hubert H. Humphrey

"I am a little surprised that Senator McGovern has announced this (welfare and tax reform) as his program. I find myself with a great many questions about it. I don't know where we get that money that we would have to make up if it is to be a balanced program. Even if McGovern added $43 billion to his revenues through elimination of the Social Security payments, there still would be a 'very sizable deficit'."

Representative Wilbur Mills

"Senator McGovern is proposing a 40 percent cut in our defense forces -- cutting the Navy in half, and the Air Force by more than half -- without any similar disarmament agreement from the Russians. It shocks me. No responsible President would think of cutting our defenses back to the level of a second class power in the face of the expanding Russian Navy and Air Force..."

Senator Hubert H. Humphrey

"McGovern has become the spokesman of some of the most dangerous and destructive currents in American politics. Some call the McGovern Doctrine the new populism. I call it the new extremism."

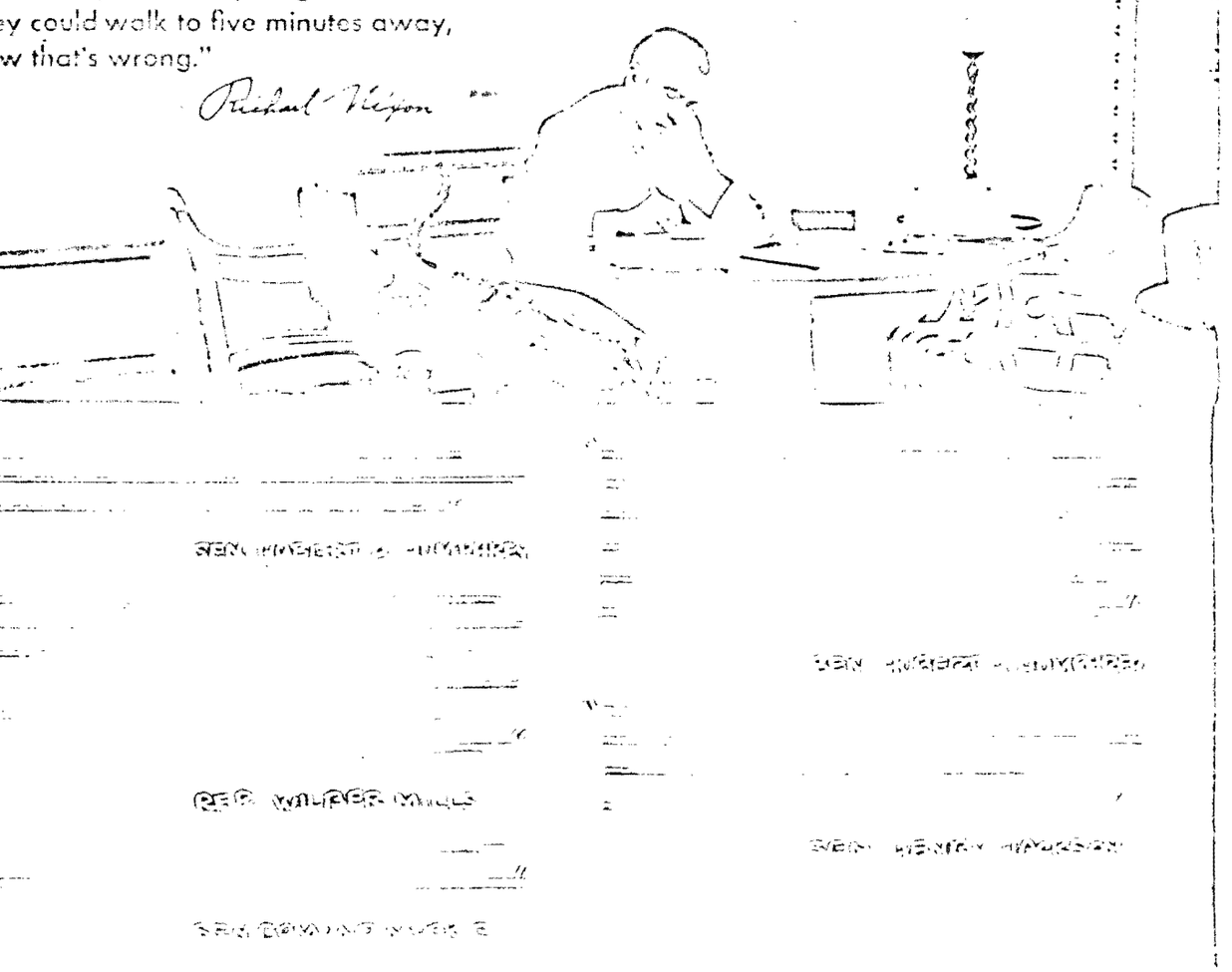
Senator Henry Jackson

"McGovern's positions on many of the issues are unacceptable to a large portion of our people."

Senator Edmund Muskie

Massive busing produces inferior
ucation and education's the name of
e game. When you take kindergarten
ds and put them on a bus for an hour
d a half, when they've got a school
ey could walk to five minutes away,
w that's wrong."

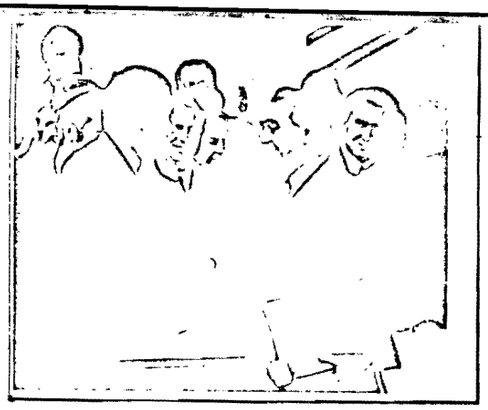
Richard Nixon



Why we Democrats
are not supporting
Senator McGovern.

Democrats for Nixon.

The Record



Economy

Foreign Policy

Busing

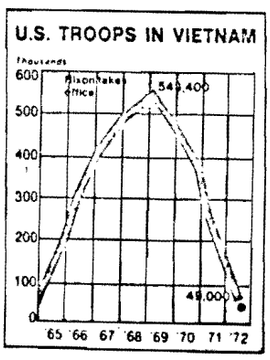
Taxes

Defense

Employment

Amnesty

Welfare



Vietnam

Drugs

F I N A L DEMOCRATS FOR NIXON

OLDER AMERICANS BROCHURE

Approved By:
Honorable John Connally
August 17, 1972

(FRONT PANEL) WHY WE DEMOCRATS ARE SUPPORTING PRESIDENT NIXON

(QUOTE ON CENTER PANEL) "The time has come for a new attitude toward old age in America...to stop regarding older Americans as a burden and start regarding them as a resource..."

Richard Nixon

SOCIAL SECURITY

During President Nixon's term, social security benefits have increased by 51%. The President's program also has an inflation-proof feature that allows benefits to go up whenever the cost of living goes up. Regarding the income situation for older Americans, the President has also asked Congress for an expansion of the retirement earnings test, and an increase in widows' benefits.

HEALTH CARE

President Nixon has earmarked massive amounts of money to find a cure for cancer. Federal outlays for health care and research in 1973 will reach $25.5 billion, and the President has proposed a National Health Insurance Standards Act, a Family Health Insurance Plan, and the National Health Education Foundation, all aiming at better health care for everyone. He has also requested the elimination of $5.80 monthly premium under Part B of Medicare.

STABILITY

In 1968, there was mass rioting in cities and on campuses across America. Under President Nixon, riots have become a fraction of what they were. The President has spoken out strongly for the need to respect the law, has effectively worked to solve many of the problems disturbing Americans.

DEFENSE

President Nixon believes in a strong America. He believes that the best way to decrease the defense budget is through mutual disarmament. His recent SALT agreements with Russia prove that point. Senator McGovern favors deep cuts that the President opposes, despite warnings from military experts that the U.S. would thereby be weakened around the world.

NEW GOVERNMENT RESPONSIVENESS

President Nixon has embarked on a comprehensive program within the government to insure coordination between all Federal and state agencies involved in the field of aging. This has included the formation of a fully staffed Cabinet Committee on Aging and the appointment of Arthur Fleming as a full-time consultant.

CRIME

The President's vigorous law-enforcement policies have cut the increase in the nation's serious crime-rate from 10% two years ago to 1% in the first quarter of this year. Eighty (over half) of our major cities have reported actual decreases in crime, and Washington, D.C. has achieved a 30% decrease over last year. Making all this possible has been President Nixon's program of increased aid to states and localities.

THE ECONOMY

President Nixon has taken strong action to halt inflation and increase employment. He initiated a 90-day wage-price freeze, followed by more flexible controls, and introduced a package of tax cuts to stimulate the economy. The inflation rate has been cut in half, and the Gross National Product has expanded at a yearly rate of over 7%. Housing starts, a prime economic indicator, are up 42% over last year.

FOREIGN POLICY

President Nixon, in the name of peace, went to Moscow where he negotiated agreements with the Soviet Union to limit development of missiles. He visited Peking to begin improving U.S./China relations. He called a halt to crisis diplomacy, seeking to reduce tensions in such troubled areas as the Middle East.

TAXES

(TO BE UNDERLINED IN RED)

Under President Nixon, Americans are paying $22 billion less in Federal taxes and corporations are paying $10 billion more. In addition, the President's proposed revenue sharing plan would return more money to the states, enabling them to lessen state taxes -- especially the property tax. This affects not only homeowners but, eventually, many tenants too, through increased rents.

VIETNAM

The President has done everything in his power to bring peace to Vietnam without sacrificing the South Vietnamese in the process. He has brought home 500,000 men...ended ground combat of American forces and cut spending by two-thirds. Strong steps are continually being taken to get the enemy to cease its aggression and make peace.

(TUCKED PANEL) OLDER AMERICANS BROCHURE QUOTES

"Everyone who earns between $8,000 and $20,000 would be socked in the proverbial jaw with the tax load from McGovern's ambitious programs."

Senator Hubert H. Humphrey

"I am a little surprised that Senator McGovern has announced this (welfare and tax reform) as his program. I find myself with a great many questions about it. I don't know where we get that money that we would have to make up if it is to be a balanced program. Even if McGovern added $43 billion to his revenues through elimination of the Social Security payments, there still would be a 'very sizable deficit'."

Representative Wilbur Mills

"Senator McGovern is proposing a 40 percent cut in our defense forces -- cutting the Navy in half, and the Air Force by more than half -- without any similar disarmament agreement from the Russians. It shocks me. No responsible President would think of cutting our defenses back to the level of a second class power in the face of the expanding Russian Navy and Air Force..."

Senator Hubert H. Humphrey

"McGovern has become the spokesman of some of the most dangerous destructive currents in American politics. Some call the McGovern Doctrine the new populism. I call it the new extremism."

Senator Henry Jackson

"_____"

SEN. HUBERT HUMPHREY

"_____"

REP. WILBER MILLS

"_____"

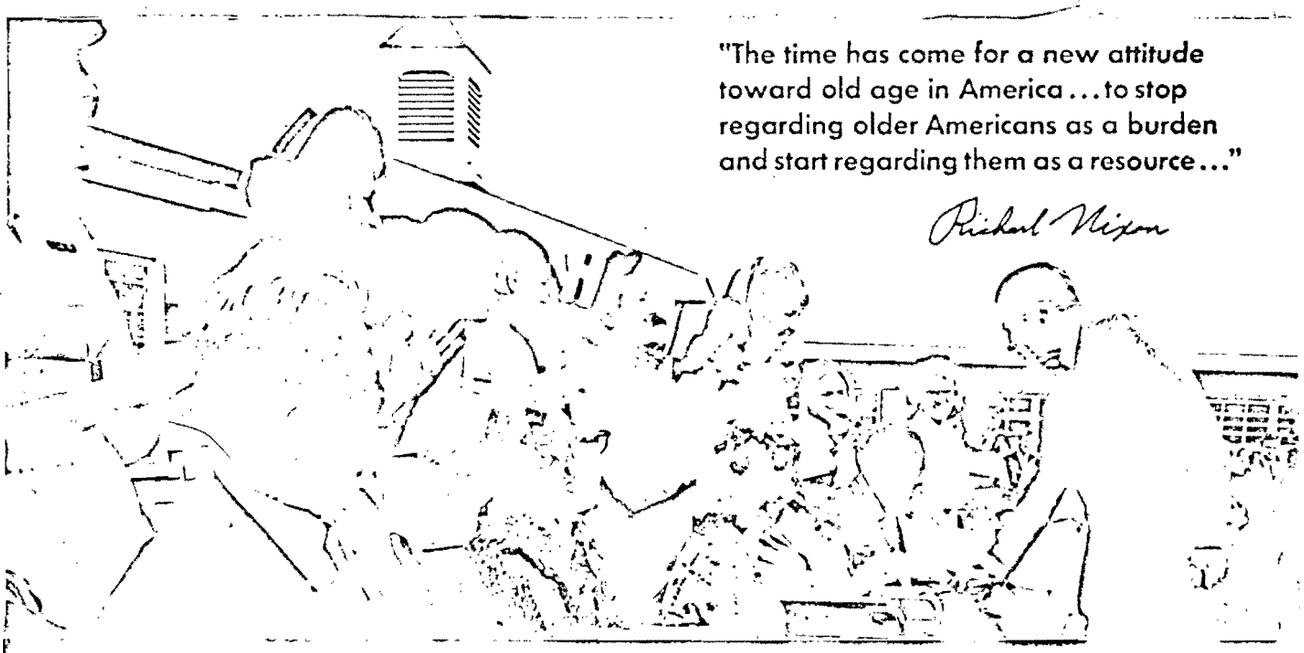
SEN. EDMUND MUSKIE

"_____"

SEN. HUBERT HUMPHREY

"_____"

SEN. HENRY JACKSON



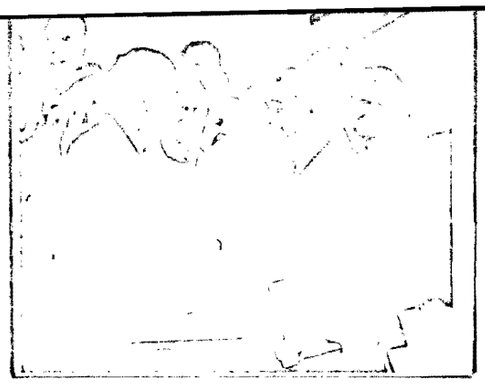
"The time has come for a new attitude toward old age in America . . . to stop regarding older Americans as a burden and start regarding them as a resource . . ."

Richard Nixon

Why we Democrats are not supporting Senator McGovern.

Democrats for Nixon.

The Record



Foreign Policy

Social Security

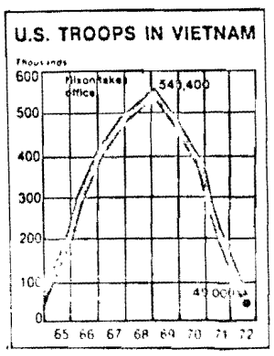
Taxes

Defense

Crime

Stability

Health Care



Vietnam

Drugs

THE WHITE HOUSE
WASHINGTON

Date: _____

TO: H.R. HALDEMAN

FROM: GORDON STRACHAN

You have the brochures that the Democrats for Nixon will send with these letters in September. MacGregor specifically asked that you check the amnesty language.

The addressees of ~~each~~ the various letters are indicated in the upper left hand corner.

Most letters will be signed by John Connally, but he has not made a final decision

of which yet substantive

The meetings are scheduled for mid-September, but the lead time requires your comments at your earliest convenience.

Committee
for the Re-election
of the President

FOR: Gordon Strachan

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

FROM: Bruce Miller DATE: 8/28

REMARKS:

For HRH review.

BM

Committee for the Re-election of the President

MEMORANDUM August 23, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR: MR. CLARK MAC GREGOR

THROUGH: MR. JEB S. MAGRUDER

FROM: L. ROBERT MORGAN

SUBJECT: "Democrats For Nixon" Letters

The attached six (6) "Democrats For Nixon" letters have been approved by the Honorable John B. Connally. TABS A and B are the High Income and Middle Income letters, respectively, which will accompany the General Democrat brochure. TABS C, D and E are the Peripheral Urban Ethnic, Irish/Italian/Polish Ethnic, and Veterans letters, respectively, which will accompany the Peripheral Urban Ethnic brochure. TAB F is the Older Americans letter which will accompany the Older Americans brochure.

All of the attached are copy for the September Mailing for Cook County, Illinois, California, Pennsylvania and New Jersey. The full Senator McGovern quotes are also attached so you can see they are not taken out of context.

RECOMMENDATION:

That you approve the attached "Democrats For Nixon" letters.

APPROVE_____ DISAPPROVE_____ COMMENTS_____

Also attached are xerox copies of the art work for the "Democrats For Nixon" letterhead (TAB G); return envelope (TAB H); mailing envelope (TAB I); and the personalized Volunteer/Contributor Card (TAB J).

RECOMMENDATION:

That you approve the xerox copies of the "Democrats For Nixon" art work.

APPROVE_____ DISAPPROVE_____ COMMENTS_____

Attachments:
TAB A
TAB B
TAB C
TAB D
TAB E
TAB F
TAB G
TAB H
TAB I
TAB J

cc: Dr. Robert H. Marik

"Q: You support busing for integration, per se?"

"A: Yes, I do. I think it's essential."

Interview
Washington Post
January 9, 1972

"You want us to do all they demand and then beg them to give back our boys?" McGovern answered: "I'll accept that. Begging is better than bombing."

Washington Post
June 30, 1972

President Nixon. We need him now more than ever. Vote for him on November 7th. And use the card enclosed for contributions of time and money. It could prove as important as your ballot.

Sincerely,

P.S. Democrats for Nixon in (name of state) have just begun raising money, so large gifts are needed. Give whatever you can. But give something. And please do it now; it's needed now.

DEMOCRATS FOR NIXON

MIDDLE INCOME LETTER (REVISED)

Approve_____

Approve With Changes_____

_____
SIGNATURE

Dear Fellow Democrat:

Senator McGovern's extreme views have forced us to make a hard choice. We, and millions like us, have decided to vote for President Nixon. We'd like you to know why.

The President wants work incentives for those on welfare. Senator McGovern just wants to give everyone $1,000, whether or not he needs it and regardless of what it costs.

The President is against busing. Senator McGovern has stated, "I think it (busing for integration) is essential."

The President wants to trim only the fat from our military budget. Senator McGovern's proposed $32 billion slash would, according to his fellow Democrat, Senator Humphrey, "cut into the very security of this country".

The President has agreements with 20 countries to help stop drug traffic and has cracked down on pushers.

Because of his strong action and decisive leadership we urge you to join us in helping re-elect President Nixon. We need your vote. We need you as a volunteer. We need money.

A few more reasons we strongly support President Nixon:

President Nixon says our prisoners of war must be released before we leave Vietnam. Senator McGovern, when asked, "(Do) You want us to do all they demand and then beg them to give back our boys?" said, "Begging is better than bombing."

The President's leadership has been effective in the field of law enforcement. He has taken a hard line against criminals. Under the President, the increase in the crime rate has been cut by 50%. Our streets are safer. And our campuses quieter.

He has decreased personal income taxes and has proposed Federal revenue sharing to ease the burden of your property tax.

We need President Nixon now more than ever. Vote for him on November 7th. And use the card enclosed for contributions of time and money.

Sincerely,

P.S. Democrats for Nixon in (name of state) have just begun raising money. Give generously. And please do it now; it's needed now.

PRINTED ON 100% RECYCLED PAPER

DEMOCRATS FOR NIXON

HIGH INCOME LETTER

Approve _____

Approve With Changes _____

_____

Dear Fellow Democrat:

Senator McGovern's extreme views have forced us to make a hard choice. We, and millions like us, have decided to vote for President Nixon. We'd like you to know why.

The President wants welfare structured so there's an incentive to work. Senator McGovern wants to give everyone $1,000, whether or not he works, whether or not he needs it, and whether or not the rest of us can afford it.

The President wants to trim only the fat from our military budget. Senator McGovern would slash our defense to ribbons. The President says our prisoners of war must be freed before we leave Vietnam. Senator McGovern would risk abandoning them.

Because of President Nixon's strong action and decisive leadership we urge you to help.

We need your vote. We need you as a volunteer. We need your contribution.

A further reason why we support President Nixon:

According to July 22nd's New York Times, the second quarter of 1972 showed the fastest gain in the economy since 1965.

He has decreased personal income taxes. And proposed Federal revenue sharing that would ease the pressure of your property tax.

The President's leadership has been effective in the field of law enforcement. He has taken a hard line against criminals. Under the President, the increase in the crime rate has been cut by 50%. Our streets are safer. And our campuses quieter.

His great goal is a generation of peace. He has gone to China and Russia and eased tensions in the Middle East.

DEMOCRATS FOR NIXON

PERIPHERAL URBAN ETHNIC LETTER

Approve_____

Approve With Changes_____

_____
SIGNATURE

Dear Fellow Democrat:

Senator McGovern's extreme views have forced us to make a hard choice. We, and millions like us, have decided to vote for President Nixon. We'd like you to know why.

The President is against busing. Senator McGovern has stated, "I think it (busing for integration) is essential."

The President says our prisoners of war must be freed before we leave Vietnam. Senator McGovern, when asked, "(Do) You want us to do all they demand and then beg them to give back our boys?" said, "Begging is better than bombing."

The President wants work incentives for those on welfare instead of Senator McGovern's $1,000 giveaway to non-workers, needy or not, which we would have to pay for.

The President's leadership has been effective in the field of law enforcement. He has taken a hard line against criminals. Under the President, the increase in the crime rate has been cut by 50%. Our streets are safer. And our campuses quieter.

To stop drug traffic, the President has signed agreements with 20 countries, and cracked down hard on the neighborhood pushers.

His wage-price freeze made the rate of inflation dip over 50% in the last four months of 1971.

He has reduced personal income taxes. And proposed Federal revenue sharing that would ease the pressure of your property tax.

Because of the strong action and decisive leadership President Nixon has shown, we urge you to join us. We need your vote. We need you as a volunteer. We need your contribution.

Please use the Volunteer Card enclosed for contributions of time and money. Vote for President Nixon on November 7th.

Sincerely,

P.S. Democrats for Nixon in (name of state) have just begun raising money. Be generous. Give whatever you can. But give something.

PRINTED ON 100% RECYCLED PAPER

DEMOCRATS FOR NIXON

CALIFORNIA PERIPHERAL URBAN ETHNIC LETTER

REPLACE WELFARE PARAGRAPH:

President Nixon strongly supports the space shuttle program which has such great scientific potential and should create 160,000 new jobs (50,000 here in California). Senator McGovern said, "I wouldn't manufacture foolish projects like the shuttle."

DEMOCRATS FOR NIXON

OLDER PERIPHERAL URBAN ETHNIC LETTER

REPLACE WELFARE PARAGRAPH:

He has proposed a National Health Insurance Plan and the liberalization of the Retirement Earnings Test. He has also signed into law Social Security increases in excess of 51%.

"Q: You support busing for integration, per se?"

"A: Yes, I do. I think it's essential."

Interview
Washington Post
January 9, 1972

"You want us to do all they demand and then beg them to give back our boys?" McGovern answered: "I'll accept that. Begging is better than bombing."

Washington Post
June 30, 1972

"I wouldn't manufacture foolish projects like the shuttle."

Orlando Sentinel
January 21, 1972

DEMOCRATS FOR NIXON

IRISH/ITALIAN/POLISH ETHNIC LETTER
(REVISED)

Approve _____

Approve With
Changes _____

_____
SIGNATURE

Dear Fellow Democrat:

Senator McGovern's extreme views have forced us to make a hard choice. We, and millions like us, have decided to vote for President Nixon. We'd like you to know why.

The President wants work incentives for those on welfare instead of Senator McGovern's $1,000 giveaway to everyone.

The President is for finding a way to aid parochial and private schools. Senator McGovern said, "...I do not believe in direct aid to parochial schools. I think it's unconstitutional."

The President wants to trim only the fat from our military budget. Senator McGovern would slash our defense to ribbons.

President Nixon says our prisoners of war must be released before we leave Vietnam. Senator McGovern, when asked, "(Do) You want us to do all they demand and then beg them to give back our boys?" said, "Begging is better than bombing."

The President would be generous, but side with the law on amnesty for draft-dodgers. Senator McGovern would let them all go scot-free. Senator McGovern said, "It may well be that statements of this kind (Senator McGovern's declaration that amnesty is the best policy) will lead some people to hold out against the draft."

Because of his strong action and decisive leadership we urge you to join us. We need your vote. We need you as a volunteer. We need money.

More reasons why we support President Nixon:

The President's leadership has been effective in the field of law enforcement. He has taken a hard line against criminals. Under the President, the increase in the crime rate has been cut by 50%. Our streets are safer. And our campuses quieter.

To stop drug traffic, the President has signed agreements with 20 countries, and cracked down hard on neighborhood pushers.

Under the President, the wage-price freeze made the rate of inflation dip over 50% in the last four months of 1971.

We need President Nixon -- now more than ever.

Vote for him on November 7th. Volunteer if you possibly can. And send any money you can spare. Use the card enclosed. It could be as important as your ballot.

Sincerely,

P.S. Democrats for Nixon in (name of state) have just begun raising money. Give whatever you can. But give something.

Q: "You support busing for integration, per se?"

A: "Yes, I do. I think it's essential."

Interview
Washington Post
January 9, 1972

"...I do not believe in direct aid to parochial schools. I think it's unconstitutional."

Akron-Beacon Journal
April 29, 1972

"You want us to do all they demand and then beg them to give back our boys?" McGovern answered: "I'll accept that. Begging is better than bombing."

Washington Post
June 30, 1972

"It may well be that statements of this kind (his declaration that amnesty is the best policy) will lead some people to hold out against the draft."

McGovern Press Release
September 23, 1971

DEMOCRATS FOR NIXON

VETERANS LETTER (REVISED)

Approve _____

Approve With Changes _____

_____
SIGNATURE

Dear Fellow Democrat:

Senator McGovern's extreme views have forced us to make a hard choice. We, and millions like us, have decided to vote for President Nixon. We'd like you to know why.

The President wants to trim only the fat from our military budget. Senator McGovern's proposed $32 billion slash would, according to his fellow Democrat, Senator Humphrey, "cut into the very security of this country".

On the question of a blanket amnesty for draft-dodgers, the President would be generous -- but on the side of the law. Senator McGovern said, "It may well be that statements of this kind (Senator McGovern's declaration that amnesty is the best policy) will lead some people to hold out against the draft."

President Nixon says our prisoners of war must be released before we leave Vietnam. Senator McGovern, when asked, "(Do) You want us to do all they demand and then beg them to give back our boys?" said, "Begging is better than bombing."

Because of the President's strong action and decisive leadership we urge you to join us. We need your vote. We need you as a volunteer. We need money.

A few more facts you should consider:

The President's leadership has been effective in the field of law enforcement. He has taken a hard line against criminals. Under the President, the increase in the crime rate has been cut by 50%. Our streets are safer. And our campuses quieter.

President Nixon has agreements with 20 countries to help stop drug traffic and has cracked down hard on neighborhood pushers.

And he is firmly committed to fulfilling America's health care obligations to its veterans instead of dumping them into the National Health Care Program, as Senator McGovern would.

We need President Nixon now more than ever. Vote for him on November 7th. And use the card enclosed for contributions of time and money.

Sincerely,

P.S. Democrats for Nixon in (name of state) have just begun raising money. Give whatever you can. But give something. And please do it now.

"It may well be that statements of this kind (his declaration that amnesty is the best policy) will lead some people to hold out against the draft."

McGovern Press Release
September 23, 1971

"You want us to do all they demand and then beg them to give back our boys?" McGovern answered: "I'll accept that. Begging is better than bombing."

Washington Post
June 30, 1972

DEMOCRATS FOR NIXON

OLDER AMERICANS LETTER

Approve _____

Approve With Changes _____

_____
SIGNATURE

Dear Fellow Democrat:

Senator McGovern's extreme views have forced us to make a hard choice. We, and millions like us, have decided to vote for President Nixon. We'd like you to know why.

The President believes in the basic values and traditions that made America great. Senator McGovern seems to have forgotten them.

The President wants work incentives for those on welfare. Senator McGovern just wants to give everyone $1,000, whether or not he needs it and regardless of what it costs.

The President wants to trim only the fat from our military budget. Senator McGovern's proposed $32 billion slash would, according to Senator Humphrey, "cut into the very security of this country".

Because of President Nixon's strong action and decisive leadership we urge you to help.

We need your vote. We need you as a volunteer. We need your contribution.

Further reasons why we strongly support President Nixon:

He has proposed a National Health Insurance Plan and the expansion of the Retirement Earnings Test. He has signed into law Social Security increases in excess of 51%.

The President's leadership has been effective in the field of law enforcement. He has taken a hard line against criminals. Under the President the increase in the crime rate has been cut by 50%. Our streets are safer. And our campuses quieter.

His wage-price freeze made the rate of inflation dip over 50% in the last four months of 1971.

The President says our prisoners of war must be freed before we leave Vietnam. Senator McGovern, when asked, "(Do) You want us to do all they demand and then beg them to give back our boys?" said, "Begging is better than bombing."

We need President Nixon now more than ever. Vote for him on November 7th. And use the card enclosed for contributions of time and money.

Sincerely,

P.S. Give whatever you can. But give something. And please do it now.

"You want us to do all they demand and then beg them to give back our boys?" McGovern answered: "I'll accept that. Begging is better than bombing."

Washington Post
June 30, 1972

Democrats for Nixon

P.O. BOX 437 WASHINGTON, D.C. 20044

JOHN B. CONNALLY
Former Democrat for Nixon
Former Governor of Texas
Vice Chairman, Independents for Nixon

[illegible] H. MARKS
Treasurer

[illegible] Chairman

DAVID E. BRADSHAW
Former Chairman of
Young Democrats of
Cook County, Illinois
and Former
Committeeman of
Young Democrats of Illinois
Chicago, Illinois

MAYOR BEVERLY BRILEY
Nashville, Tennessee

FARRIS BRYANT
Former Governor of Florida
Jacksonville, Florida

J. M. CALHOON
President
National Marine Engineers'
Beneficial Association—
AFL-CIO
New York, New York

GOODWIN CHASE
Washington State
Director of Finance
Harry S. Truman
Presidential Campaign 1948
Chairman, Washington
State Committee
Stevenson for President
Tacoma, Washington

LEO CHERNE
Executive Director
The Research Institute
of America
New York, New York

JOHN F. COLLINS
Former Mayor, Boston,
Massachusetts
President, Greater
Boston Chamber
of Commerce
Consulting Professor of
Urban Affairs, MIT
Boston, Massachusetts

JOHN T. CONNOR
Chairman of the Board
Allied Chemical Corporation
Former Secretary of Commerce
Morris Township, New Jersey

SAMMY DAVIS, JR.
Actor, Entertainer
Hollywood, California

THOMAS G. DUNN
Mayor
Elizabeth, New Jersey

FRANK E. FITZSIMMONS
General President
International Brotherhood
of Teamsters
Washington, D.C.

WILLIAM H. G. FRANCE
1972 Chairman,
Florida State Democratic
Delegation President,
International
Speedway Corporation
Daytona Beach, Florida

RAYMOND GALLAGHER
Past National Commander
of Veterans of
Foreign Wars
Redfield, South Dakota

CHARLTON HESTON
Hollywood, California

SAM HUFF
Washington, D.C.
Rock Lake, West Virginia

ELDON JAMES
Past National Commander of the
American Legion
1968 National Chairman of
Veterans for
Humphrey—Muskie
Hampton, Virginia

PRINTED ON 100% RECYCLED PAPER

[illegible]
[illegible]
[illegible]
[illegible]
MAYOR DAVID KENNEDY
[illegible]
W[illegible] KENNEY
Former Chairman,
Pennsylvania Central
[illegible] of the
[illegible] Columbia
Washington, D.C.
[illegible] KLEIN
Chairman of the Board
and Chief Executive
Officer of National
[illegible]
Los Angeles, California
RABBI HERSCHEL SCHACTER
Former Chairman,
Conference of Presidents
of Major American
Jewish Organizations
New York City, New York
DAVID LUCHINS
1972 Chairman, Jewish
Youth for Humphrey
New York, New York
KENNETH T. LYONS
National President
National Association of
Government Employees
Boston, Massachusetts
MARY ANN MAIER
(Mrs. Henry W. Maier)
Milwaukee, Wisconsin
MAYOR JACK D. MALTESTER
Past President U.S.
Conference of Mayors
San Leandro, California
LEONARD H. MARKS
Former Director, USIA
Washington, D.C.
JOHN M. McCARRELL
President, Local 545, UAW
Dravosburg, Pennsylvania
JOHN E. O'NEILL
Executive Director
Concerned Vietnam
Veterans for Nixon
Washington, D.C.
ORVILLE E. PITTS
Democratic Alderman
First Ward
Milwaukee, Wisconsin
JUDGE MARIO PROCACCINO
New York, New York
DEL W. RENTZEL
Washington, D.C.
JAMES ROOSEVELT
Beverly Hills, California
ROBERT F. SIX
President
Continental Airlines
Los Angeles, California
MRS. JOUETT SHOUSE
1916 F Street, N.W.
Washington, D.C.
Plantation House
Trap Road
Vienna, Virginia
THOMAS J. WATSON, JR.
Chairman of the
Executive Committee
IBM Corporation
Armonk, New York
MAYOR LOUIE WELCH
Houston, Texas
DR. WILLIAM WEXLER
Chairman World Conference of
Jewish Organizations
Former President of B'nai B'rith
Savannah, Georgia
MICKEY C. MANTLE
Dallas, Texas
FRANK SINATRA
Palm Springs, California
C. R. SMITH
Former Secretary of Commerce
Washington, D.C.
AL ORTEGA
Commissioner and Vice President,
Board of Public Works,
City of Los Angeles
Los Angeles, California

Please
Place
Stamp
Here

Democrats for Nixon
P.O. BOX 437
WASHINGTON, D.C. 20044

Democrats for Nixon
P.O. BOX 437 WASHINGTON, D.C. 20044

Printed on 100% recycled paper.

Multiply your voting power
with this

VOLUNTEER CARD

☐ I agree the President deserves support. Contact me, I'll be a campaign volunteer.

☐ Enclosed is my check for $ _____ made out to Democrats for Nixon. Re-election of the President.

Signature _____ Telephone _____

INSTRUCTIONS: Please fill out this volunteer card, insert it in the reply envelope and mail today.

Giving costs you less this year! See tax note on other side. ▶

IMPORTANT TAX MESSAGE

Political contributions are now tax deductible in two ways (which ever gives you the most benefit:)

1. A $12.50 tax credit ($25.00 for a married couple filing a joint return) can be subtracted from your total tax bill, or

2. A $50.00 deduction can be taken from your taxable income ($100.00 for a married couple filing a joint return).

Committee for the Re-election of the President

MEMORANDUM

July 31, 1972

FU 8/10

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. GORDON C. STRACHAN

FROM: JEB S. MAGRUDER

SUBJECT: September Mailing

I have been advised by Bob Morgan that the actual mailings and brochures which you requested in your memorandum of July 29 are not available at this time -- they are still being worked up -- and as soon as they are available you will be forwarded a set.

Leave in Piper Brochure material

ADMINISTRATIVELY CONFIDENTIAL

H
FU
~~8/2~~
8/11

July 29, 1972

MEMORANDUM FOR: JEB MAGRUDER

FROM: GORDON STRACHAN

SUBJECT: September Mailing

I just read Bob Morgan's July 27 memo on the September mailing copy points. I would like to forward it to Bob with copies of the actual mailings and brochures so that he has a better understanding of exactly what is being done via direct mail. Would you obtain these materials for me at your earliest convenience so that Bob can have a chance to review the materials with the July 27 memo?

8/4 Morgan - to be submitted 8/11

GS/jb
FU - 8/2

August 26, 1972

MEMORANDUM FOR: LARRY HIGBY

FROM: GORDON STRACHAN

SUBJECT: "Democrats for Nixon" Brochures

You received the attached package of the Democrats for Nixon brochures at Camp David on August 18. Clark MacGregor reviewed the material in Miami Beach on August 22. He approved of the material but expressly requested that Bob review the language on amnesty. It appears in the Urban Ethnic Brochure. The language is marked. Buchanan is in California and you may want to check with him because, as you may recall, he did a substantial amount of research on amnesty at your direction.

As the cover memorandum indicates, the cover letter for these brochures has not yet been approved by Connally. However, because of the lead time involved in printing the brochures, it is requested that Bob's comments on the brochures in general and amnesty in particular be obtained as quickly as possible.

Thank you.

GS:KC

ORIGINATORS LOCATION: WASH DC	DEX NR: 49
ADDRESSEES LOCATION: CAMP DAVID	NR OF PAGES: 18
FROM: STRACHAN TO: HIGBY	DTG: 191400 EDT SPECIAL INSTRUCTIONS:
TOT: 191430 EDT	TOR: 191652 EDT

THE WHITE HOUSE
WASHINGTON

Date: 8/19

TO: LARRY HIGBY

FROM: **GORDON STRACHAN**

Magruder will meet with Connally for a final decision on this late Monday.

Bob had indicated that on all of this kind of material (Democrats for Nixon) he wanted to express his views before Connally saw anything.

Committee for the Re-election of the President

MEMORANDUM August 18, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR: MR. CLARK MAC GREGOR

THROUGH: MR. JEB S. MAGRUDER

FROM: L. ROBERT MORGAN

SUBJECT: "Democrats For Nixon" Brochures

The three (3) "Democrats For Nixon" brochures that have been approved by the Honorable John Connally are attached. TAB A is the General Democrat brochure that would be accompanied with a letter to High Income and Middle Income Democrats. TAB B is a xerox copy of the stat for this brochure. TAB C is a Peripheral Urban Ethnic brochure that would be accompanied by either an Irish/Italian/Polish/Veteran or Peripheral Urban Ethnic letter to Democrats. TAB D is a xerox copy of the stat for this brochure. TAB E shows the Older American brochure that would be accompanied with an Older American Peripheral Urban Ethnic letter or straight Older American letter. TAB F is a xerox copy of the stat for this brochure.

These mailings are scheduled to go to reachable Democrats in California, Cook County, Illinois, New Jersey and Pennsylvania. The total ensemble is a letter geared to the voter segment, personalized Volunteer/Contributor Card, a return envelope and a mailing envelope.

The "Democrats For Nixon" letters that will accompany these brochures will be submitted to you as soon as they are indorsed by the Honorable John Connally. We are requesting approval for the brochures separately so that we can start printing in order to have stock and meet our planned dates.

RECOMMENDATION:

That you approve copy and the rough stat for the three (3) brochures.

APPROVE_____ DISAPPROVE_____ COMMENTS_____

Attachments:
TAB A
TAB B
TAB C
TAB D
TAB E
TAB F

cc: Dr. Robert H. Marik

F I N A L DEMOCRATS FOR NIXON

GENERAL BROCHURE

Approved By:
Honorable John Connally
August 17, 1972

(FRONT PANEL) WHY WE DEMOCRATS ARE SUPPORTING PRESIDENT NIXON

(QUOTE ON CENTER PANEL) "Let us reject the narrow visions of those who would tell us that we are evil because we are not yet perfect, that we are corrupt because we are not yet pure, that all the sweat and toil and sacrifice that have gone into the building of America were for naught because that building is not yet done."

Richard Nixon

DEFENSE

President Nixon believes in a strong America. He believes the best way to decrease the defense budget is through mutual disarmament. He has proved his point with the Russian SALT agreements. Senator McGovern favors the deep cuts that the President opposes, despite warnings from military experts that the U.S. would thereby be weakened around the world.

DRUGS

President Nixon has been both tough and flexible. He won the agreement of Turkey to place a total ban on the growing of opium poppy...made an agreement with France to assist in halting the traffic of drugs...and stepped up arrests of pushers. He is spending 600% more for drug education than ever before. Together, these actions are finally turning the tide against the drug scourge.

VIETNAM

The President has done everything in his power to bring peace to Vietnam without sacrificing the South Vietnamese in the process. He has brought home 500,000 men...ended ground combat for American forces...and cut spending by two-thirds. Strong steps are continually being taken to get the enemy to cease its aggression and make peace.

STABILITY

In 1968, there was mass rioting in cities and on campuses across America. Under President Nixon, riots have become a fraction of what they were. The President has spoken out strongly for the need to respect the law and has effectively worked to solve many of the problems disturbing America.

FOREIGN POLICY

President Nixon, in the name of peace, went to Moscow where he negotiated agreements with the Soviet Union to limit development of missiles. He visited Peking to begin improving U.S./China relations. He called a halt to crisis diplomacy, seeking to reduce tension in such troubled areas as the Middle East.

ENVIRONMENT

President Nixon established the Environmental Protection Agency, the first Federal unit ever set up to protect our quality of life. He has increased funding for environmental improvement by over 500%, and initiated a Legacy of Parks Program to bring increased recreational opportunities to cities. No less than 25 separate environment bills have been proposed by him.

HEALTH CARE

President Nixon has earmarked massive amounts of money to find a cure for cancer and sickle cell anemia. Federal outlays for health care and research in 1973 will reach $25.5 billion, and the President has proposed a National Health Insurance Standards Act, a Family Health Insurance Plan and the National Health Education Foundation, all aiming at better health care for everyone.

TAXES

(TO BE UNDERLINED IN RED)

Under President Nixon, individuals are paying $22 billion less in Federal taxes and corporations are paying $10 billion more. In addition, the President's proposed revenue sharing plan would return more money to the states, enabling them to lessen state taxes -- especially the property tax. This tax affects not only homeowners but, eventually, many tenants too, through increased rents.

THE ECONOMY

President Nixon has taken strong action to halt inflation and increase employment. He initiated a 90-day wage-price freeze, followed by more flexible controls, and introduced a package of tax cuts to stimulate the economy. The inflation rate has been cut in half, and the Gross National Product has expanded at a yearly rate of over 7%. Housing starts, a prime economic indicator, are up 42% over last year.

CRIME

The President's vigorous law-enforcement policies have cut the increase in the nation's serious crime rate from 10% two years ago to 1% in the first quarter of this year. Eighty (over half) of our major cities have reported actual decreases in crime, and Washington, D.C. has achieved a 30% decrease over last year. Making all this possible has been President Nixon's program of increased aid to states and localities.

(TUCKED PANEL) GENERAL BROCHURE QUOTES

"Everyone who earns between $8,000 and $20,000 would be socked in the proverbial jaw with the tax load from McGovern's ambitious programs."

Senator Hubert H. Humphrey

"I am a little surprised that Senator McGovern has announced this (welfare and tax reform) as his program. I find myself with a great many questions about it. I don't know where we get that money that we would have to make up if it is to be a balanced program. Even if McGovern added $43 billion to his revenues through elimination of the Social Security payments, there still would be a 'very sizable deficit'."

Representative Wilbur Mills

"Senator McGovern is proposing a 40 percent cut in our defense forces -- cutting the Navy in half, and the Air Force by more than half -- without any similar disarmament agreement from the Russians. It shocks me. No responsible President would think of cutting our defenses back to the level of a second class power in the face of the expanding Russian Navy and Air Force..."

Senator Hubert H. Humphrey

"McGovern has become the spokesman of some of the most dangerous and destructive currents in American politics. Some call the McGovern Doctrine the new populism. I call it the new extremism."

Senator Henry Jackson

"McGovern's positions on many of the issues are unacceptable to a large portion of our people."

Senator Edmund Muskie

"_____"

SEN. HUBERT HUMPHREY

"_____"

REP. WILBER MILLS

"_____"

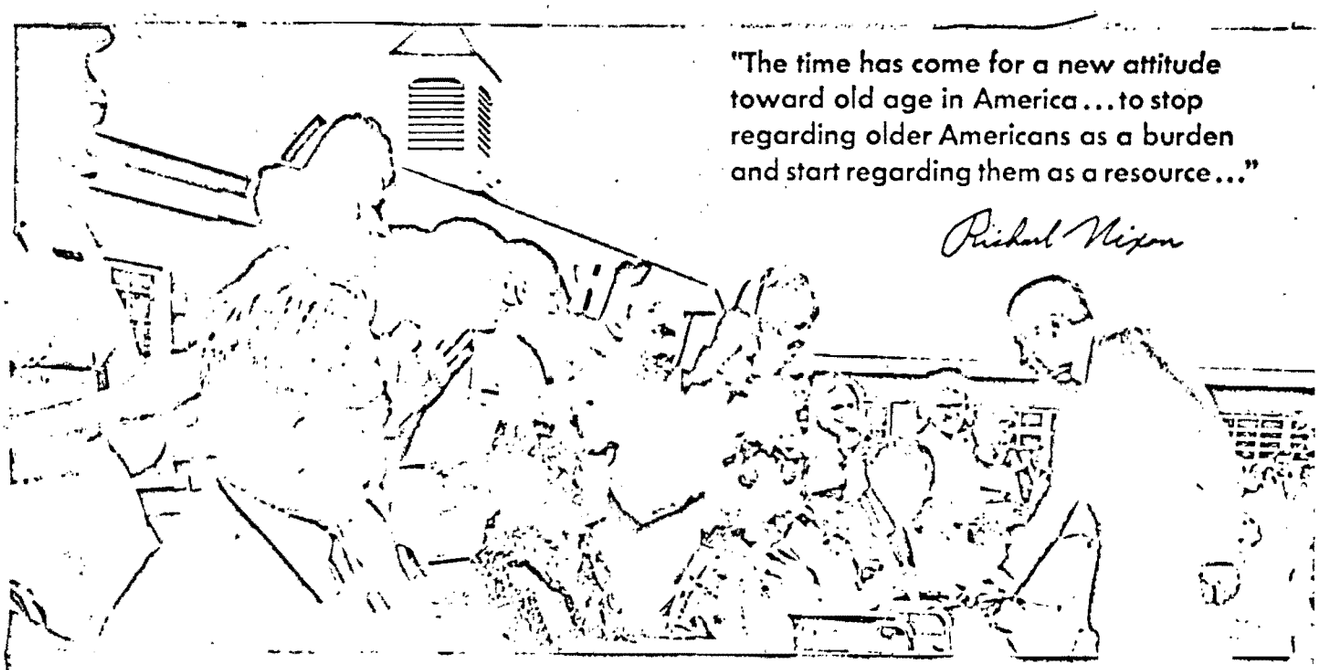
SEN. EDMUND MUSKIE

"_____"

SEN. HUBERT HUMPHREY

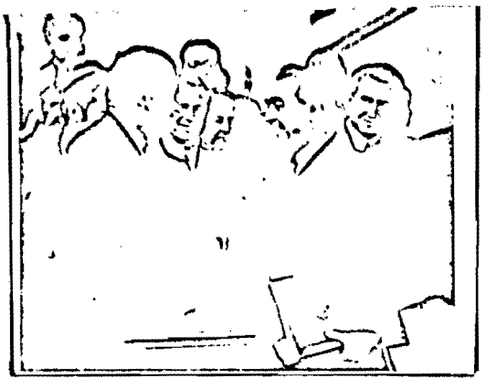
"_____"

SEN. HENRY JACKSON



Why we Democrats are not supporting Senator McGovern.

The Record



Economy

Social Security

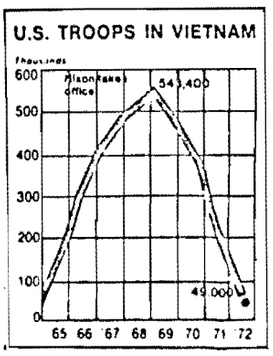
Foreign Policy

Taxes

Defense

Crime

Stability



Vietnam

Drugs

Health Care

F I N A L DEMOCRATS FOR NIXON

PERIPHERAL URBAN ETHNIC BROCHURE

Approved By:
Honorable John Connally
August 17, 1972

(FRONT PANEL) WHY WE DEMOCRATS ARE SUPPORTING PRESIDENT NIXON

(QUOTE ON CENTER PANEL) "Massive busing produces inferior education and education's the name of the game. When you take kindergarten kids and put them on a bus for an hour and a half, when they've got a school they could walk to five minutes away, now that's wrong."

Richard Nixon

BUSING

The President has consistently taken a strong stand against the busing of school children for the purpose of achieving integration. A champion of neighborhood schools, the President believes that the real task is to give the local schools the necessary aid to provide the best possible education for all children.

DEFENSE

President Nixon believes in a strong America. He believes the best way to decrease the defense budget is through mutual disarmament. He has proved his point with the Russian SALT agreements. Senator McGovern favors the deep cuts that the President opposes, despite warnings from military experts that the U.S. would thereby be weakened around the world.

DRUGS

President Nixon has been both tough and flexible. He won the agreement of Turkey to place a total ban on the growing of opium poppy...made an agreement with France to assist in halting the traffic of drugs...and stepped up arrests of pushers. He is spending 600% more for education against drug use. Together, these actions are finally turning the tide against the drug scourge.

WELFARE

President Nixon has introduced the concept of "workfare" into his welfare program. This will not deny the truly needy of benefits, but it will mandate that the able-bodied work in some productive capacity. The President's goal is to reduce the welfare rolls and reverse the trend of thinking which maintains that those who are lazy have a right to live off America's hard-working taxpayers.

TAXES

(TO BE UNDERLINED IN RED)

Under President Nixon, Americans are paying $22 billion less in Federal taxes and corporations are paying $10 billion more. In addition, the President's proposed revenue sharing plan would return money to the states, enabling them to lessen state taxes -- especially the property tax. This tax affects not only homeowners but, eventually, many tenants too, through increased rents.

EMPLOYMENT

The number of employed Americans reached a record hight of 81.2 million in June of this year. President Nixon won an agreement with Japan to restrict its textile exports, thereby relieving pressure on American industry...and signed into law the Emergency Employment Act providing more than 250,000 new jobs. The unemployment rate is declining, despite the return of 500,000 job-seeking men from Vietnam, the result of the President's successful withdrawal policy.

FOREIGN POLICY

President Nixon, in the name of peace, went to Moscow where he negotiated agreements with the Soviet Union to limit development of missiles. He visited Peking to begin improving U.S./China relations. He called a halt to crisis diplomacy, seeking to reduce tension in such troubled areas as the Middle East.

THE ECONOMY

President Nixon has taken strong action to halt inflation and increase employment. He initiated a 90-day wage-price freeze, followed by more flexible controls, and introduced a package of tax cuts to stimulate the economy. The inflation rate has been cut in half, and the Gross National Product has expanded at a yearly rate of over 7%. Housing starts, a prime indicator, are up 42% over last year.

VIETNAM

The President has done everything in his power to bring peace to Vietnam without sacrificing the South Vietnamese in the process. He has brought home 500,000 men...the ground war is over for American forces...and cut spending by two-thirds. Strong steps are continually being taken to get the enemy to cease its aggression and make peace.

AMNESTY

The President refuses to even consider amnesty for draft-dodgers until after the war in Vietnam is over and the Communists have returned all our prisoners of war. He would then be selective by separating those who have dodged the draft and stayed in America and those who actually deserted America by relocating to a foreign country.

(TUCKED PANEL)

PUE BROCHURE QUOTES

"Everyone who earns between $8,000 and $20,000 would be socked in the proverbial jaw with the tax load from McGovern's ambitious programs."

Senator Hubert H. Humphrey

"I am a little surprised that Senator McGovern has announced this (welfare and tax reform) as his program. I find myself with a great many questions about it. I don't know where we get that money that we would have to make up if it is to be a balanced program. Even if McGovern added $43 billion to his revenues through elimination of the Social Security payments, there still would be a 'very sizable deficit'."

Representative Wilbur Mills

"Senator McGovern is proposing a 40 percent cut in our defense forces -- cutting the Navy in half, and the Air Force by more than half -- without any similar disarmament agreement from the Russians. It shocks me. No responsible President would think of cutting our defenses back to the level of a second class power in the face of the expanding Russian Navy and Air Force..."

Senator Hubert H. Humphrey

"McGovern has become the spokesman of some of the most dangerous and destructive currents in American politics. Some call the McGovern Doctrine the new populism. I call it the new extremism."

Senator Henry Jackson

"McGovern's positions on many of the issues are unacceptable to a large portion of our people."

Senator Edmund Muskie

F I N A L DEMOCRATS FOR NIXON

OLDER AMERICANS BROCHURE

Approved By:
Honorable John Connally
August 17, 1972

(FRONT PANEL) WHY WE DEMOCRATS ARE SUPPORTING PRESIDENT NIXON

(QUOTE ON CENTER PANEL) "The time has come for a new attitude toward old age in America...to stop regarding older Americans as a burden and start regarding them as a resource..."

Richard Nixon

SOCIAL SECURITY

During President Nixon's term, social security benefits have increased by 51%. The President's program also has an inflation-proof feature that allows benefits to go up whenever the cost of living goes up. Regarding the income situation for older Americans, the President has also asked Congress for an expansion of the retirement earnings test, and an increase in widows' benefits.

HEALTH CARE

President Nixon has earmarked massive amounts of money to find a cure for cancer. Federal outlays for health care and research in 1973 will reach $25.5 billion, and the President has proposed a National Health Insurance Standards Act, a Family Health Insurance Plan, and the National Health Education Foundation, all aiming at better health care for everyone. He has also requested the elimination of $5.80 monthly premium under Part B of Medicare.

STABILITY

In 1968, there was mass rioting in cities and on campuses across America. Under President Nixon, riots have become a fraction of what they were. The President has spoken out strongly for the need to respect the law, has effectively worked to solve many of the problems disturbing Americans.

DEFENSE

President Nixon believes in a strong America. He believes that the best way to decrease the defense budget is through mutual disarmament. His recent SALT agreements with Russia prove that point. Senator McGovern favors deep cuts that the President opposes, despite warnings from military experts that the U.S. would thereby be weakened around the world.

NEW GOVERNMENT RESPONSIVENESS

President Nixon has embarked on a comprehensive program within the government to insure coordination between all Federal and state agencies involved in the field of aging. This has included the formation of a fully staffed Cabinet Committee on Aging and the appointment of Arthur Fleming as a full-time consultant.

CRIME

The President's vigorous law-enforcement policies have cut the increase in the nation's serious crime-rate from 10% two years ago to 1% in the first quarter of this year. Eighty (over half) of our major cities have reported actual decreases in crime, and Washington, D.C. has achieved a 30% decrease over last year. Making all this possible has been President Nixon's program of increased aid to states and localities.

THE ECONOMY

President Nixon has taken strong action to halt inflation and increase employment. He initiated a 90-day wage-price freeze, followed by more flexible controls, and introduced a package of tax cuts to stimulate the economy. The inflation rate has been cut in half, and the Gross National Product has expanded at a yearly rate of over 7%. Housing starts, a prime economic indicator, are up 42% over last year.

FOREIGN POLICY

President Nixon, in the name of peace, went to Moscow where he negotiated agreements with the Soviet Union to limit development of missiles. He visited Peking to begin improving U.S./China relations. He called a halt to crisis diplomacy, seeking to reduce tensions in such troubled areas as the Middle East.

TAXES

(TO BE UNDERLINED IN RED)

Under President Nixon, Americans are paying $22 billion less in Federal taxes and corporations are paying $10 billion more. In addition, the President's proposed revenue sharing plan would return more money to the states, enabling them to lessen state taxes -- especially the property tax. This affects not only homeowners but, eventually, many tenants too, through increased rents.

VIETNAM

The President has done everything in his power to bring peace to Vietnam without sacrificing the South Vietnamese in the process. He has brought home 500,000 men...ended ground combat of American forces and cut spending by two-thirds. Strong steps are continually being taken to get the enemy to cease its aggression and make peace.

(TUCKED PANEL) OLDER AMERICANS BROCHURE QUOTES

"Everyone who earns between $8,000 and $20,000 would be socked in the proverbial jaw with the tax load from McGovern's ambitious programs."

Senator Hubert H. Humphrey

"I am a little surprised that Senator McGovern has announced this (welfare and tax reform) as his program. I find myself with a great many questions about it. I don't know where we get that money that we would have to make up if it is to be a balanced program. Even if McGovern added $43 billion to his revenues through elimination of the Social Security payments, there still would be a 'very sizable deficit'."

Representative Wilbur Mills

"Senator McGovern is proposing a 40 percent cut in our defense forces -- cutting the Navy in half, and the Air Force by more than half -- without any similar disarmament agreement from the Russians. It shocks me. No responsible President would think of cutting our defenses back to the level of a second class power in the face of the expanding Russian Navy and Air Force..."

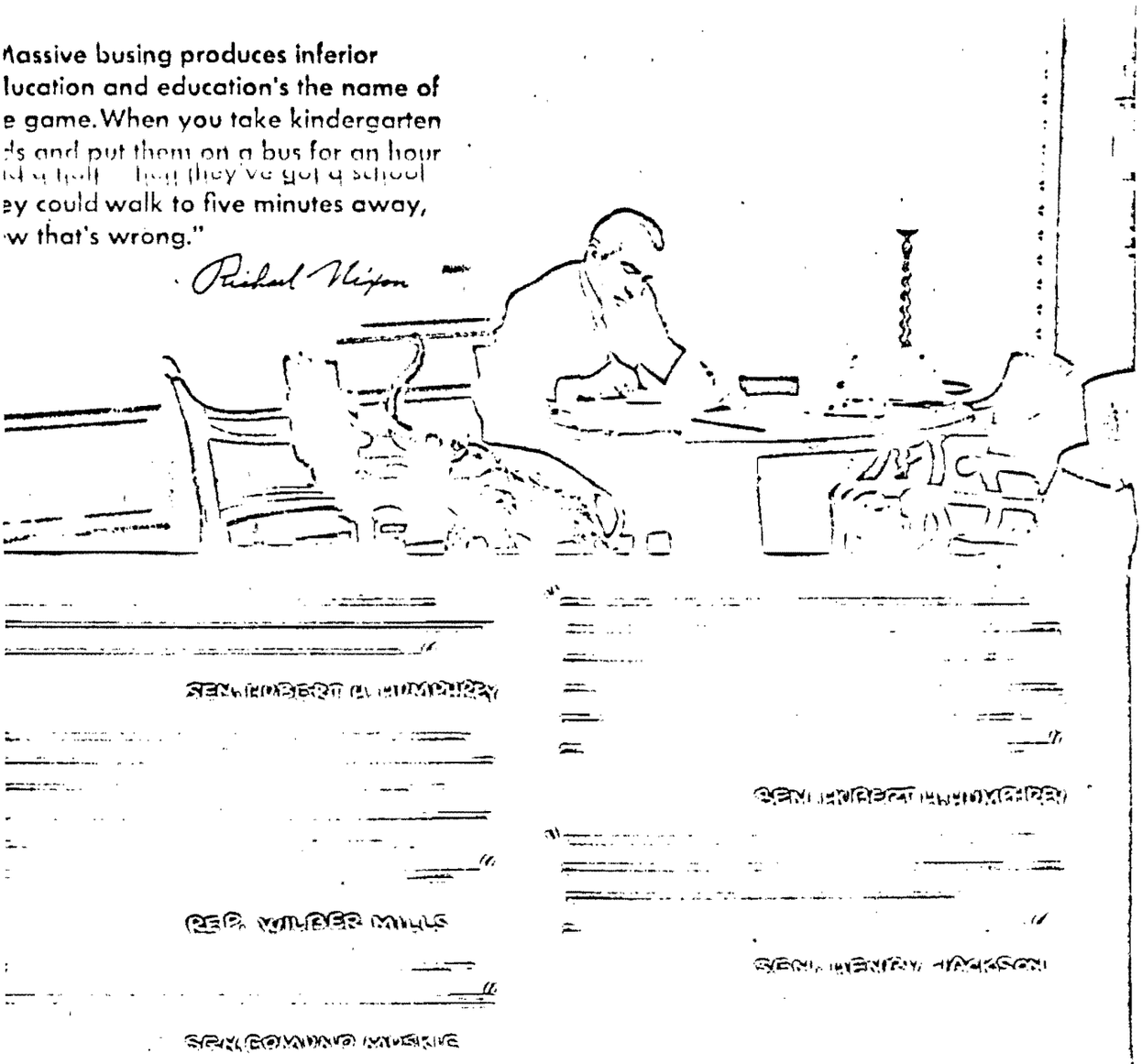
Senator Hubert H. Humphrey

"McGovern has become the spokesman of some of the most dangerous destructive currents in American politics. Some call the McGovern Doctrine the new populism. I call it the new extremism."

Senator Henry Jackson

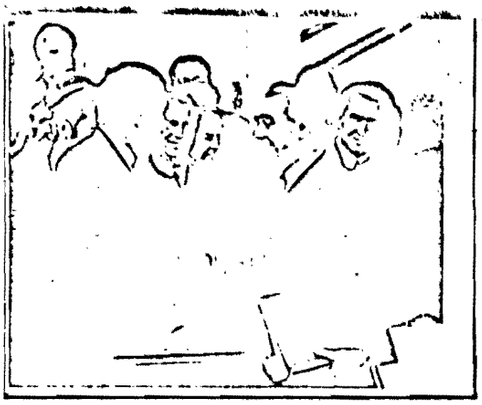
Massive busing produces inferior
lucation and education's the name of
e game. When you take kindergarten
ds and put them on a bus for an hour
ad a half — just they've got a school
ey could walk to five minutes away,
w that's wrong."

Richard Nixon



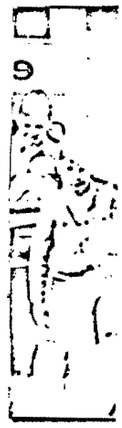
Why we Democrats are not supporting Senator McGovern.

The Record



Economy

Busing



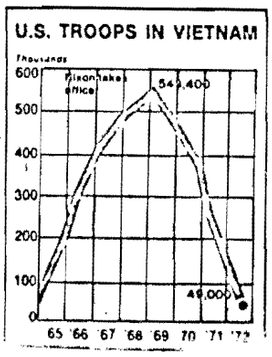
Foreign Policy

Taxes

Defense

Employment

Amnesty



Vietnam

Drugs

Welfare

F I N A L DEMOCRATS FOR NIXON

GENERAL BROCHURE

Approved By:
Honorable John Connally
August 17, 1972

(FRONT PANEL) WHY WE DEMOCRATS ARE SUPPORTING PRESIDENT NIXON

(QUOTE ON CENTER PANEL) "Let us reject the narrow visions of those who would tell us that we are evil because we are not yet perfect, that we are corrupt because we are not yet pure, that all the sweat and toil and sacrifice that have gone into the building of America were for naught because that building is not yet done."

Richard Nixon

DEFENSE

President Nixon believes in a strong America. He believes the best way to decrease the defense budget is through mutual disarmament. He has proved his point with the Russian SALT agreements. Senator McGovern favors the deep cuts that the President opposes, despite warnings from military experts that the U.S. would thereby be weakened around the world.

DRUGS

President Nixon has been both tough and flexible. He won the agreement of Turkey to place a total ban on the growing of opium poppy...made an agreement with France to assist in halting the traffic of drugs...and stepped up arrests of pushers. He is spending 600% more for drug education than ever before. Together, these actions are finally turning the tide against the drug scourge.

VIETNAM

The President has done everything in his power to bring peace to Vietnam without sacrificing the South Vietnamese in the process. He has brought home 500,000 men...ended ground combat for American forces...and cut spending by two-thirds. Strong steps are continually being taken to get the enemy to cease its aggression and make peace.

STABILITY

In 1968, there was mass rioting in cities and on campuses across America. Under President Nixon, riots have become a fraction of what they were. The President has spoken out strongly for the need to respect the law and has effectively worked to solve many of the problems disturbing America.

FOREIGN POLICY

President Nixon, in the name of peace, went to Moscow where he negotiated agreements with the Soviet Union to limit development of missiles. He visited Peking to begin improving U.S./China relations. He called a halt to crisis diplomacy, seeking to reduce tension in such troubled areas as the Middle East.

ENVIRONMENT

President Nixon established the Environmental Protection Agency, the first Federal unit ever set up to protect our quality of life. He has increased funding for environmental improvement by over 500%, and initiated a Legacy of Parks Program to bring increased recreational opportunities to cities. No less than 25 separate environment bills have been proposed by him.

HEALTH CARE

President Nixon has earmarked massive amounts of money to find a cure for cancer and sickle cell anemia. Federal outlays for health care and research in 1973 will reach $25.5 billion, and the President has proposed a National Health Insurance Standards Act, a Family Health Insurance Plan and the National Health Education Foundation, all aiming at better health care for everyone.

TAXES

(TO BE UNDERLINED IN RED)

Under President Nixon, individuals are paying $22 billion less in Federal taxes and corporations are paying $10 billion more. In addition, the President's proposed revenue sharing plan would return more money to the states, enabling them to lessen state taxes -- especially the property tax. This tax affects not only homeowners but, eventually, many tenants too, through increased rents.

THE ECONOMY

President Nixon has taken strong action to halt inflation and increase employment. He initiated a 90-day wage-price freeze, followed by more flexible controls, and introduced a package of tax cuts to stimulate the economy. The inflation rate has been cut in half, and the Gross National Product has expanded at a yearly rate of over 7%. Housing starts, a prime economic indicator, are up 42% over last year.

CRIME

The President's vigorous law-enforcement policies have cut the increase in the nation's serious crime rate from 10% two years ago to 1% in the first quarter of this year. Eighty (over half) of our major cities have reported actual decreases in crime, and Washington, D.C. has achieved a 30% decrease over last year. Making all this possible has been President Nixon's program of increased aid to states and localities.

(TUCKED PANEL) GENERAL BROCHURE QUOTES

"Everyone who earns between $8,000 and $20,000 would be socked in the proverbial jaw with the tax load from McGovern's ambitious programs."

Senator Hubert H. Humphrey

"I am a little surprised that Senator McGovern has announced this (welfare and tax reform) as his program. I find myself with a great many questions about it. I don't know where we get that money that we would have to make up if it is to be a balanced program. Even if McGovern added $43 billion to his revenues through elimination of the Social Security payments, there still would be a 'very sizable deficit'."

Representative Wilbur Mills

"Senator McGovern is proposing a 40 percent cut in our defense forces -- cutting the Navy in half, and the Air Force by more than half -- without any similar disarmament agreement from the Russians. It shocks me. No responsible President would think of cutting our defenses back to the level of a second class power in the face of the expanding Russian Navy and Air Force..."

Senator Hubert H. Humphrey

"McGovern has become the spokesman of some of the most dangerous and destructive currents in American politics. Some call the McGovern Doctrine the new populism. I call it the new extremism."

Senator Henry Jackson

"McGovern's positions on many of the issues are unacceptable to a large portion of our people."

Senator Edmund Muskie

"_____"

SEN. HUBERT HUMPHREY

"_____"

REP. WILBER MILLS

"_____"

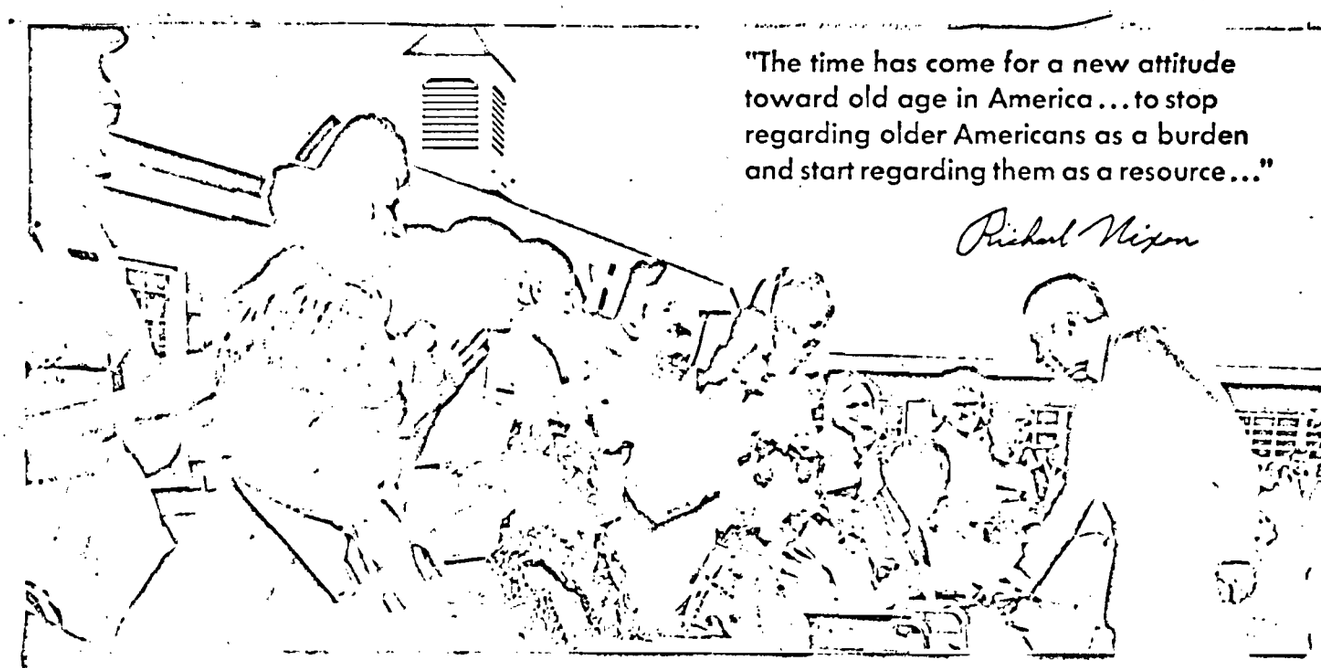
SEN. EDMUND MUSKIE

"_____"

SEN. HUBERT HUMPHREY

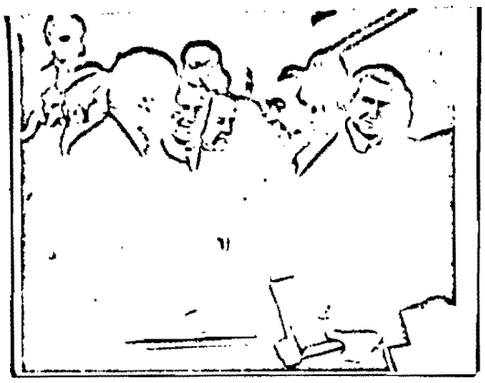
"_____"

SEN. HENRY JACKSON



Why we Democrats are not supporting Senator McGovern.

The Record



Economy

Social Security

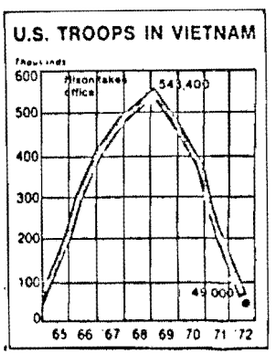
Foreign Policy

Taxes

Defense

Crime

Stability



Vietnam

Drugs

Health Care