

Richard Nixon Presidential Library  
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5	20	12/11/1969	<input type="checkbox"/>	Campaign	Memo	Memo from Harry Dent to RN RE: the "Southern Strategy" and the Republican Party's interest in the Northeast. 2 pgs.
5	20	11/4/1969	<input type="checkbox"/>	Campaign	Memo	Memo from Harry Dent to RN RE: a meeting scheduled for November 5 with John Rollins of Delaware. 2 pgs.
5	20	10/30/1969	<input type="checkbox"/>	Campaign	Memo	Memo from Harry Dent to Dwight Chapin RE: Republican Party contributor John Rollins. 1 pg.

December 11, 1969

MEMORANDUM FOR

THE PRESIDENT

RE: "Southern strategy" and the Northeast

The kind attentions of this Administration toward the South have been paying off by creating a good atmosphere for further growth and development of the two party system there, by diminishing the strength of George Wallace, and by bringing a good measure of cooperation from Southern Chairmen and other Southern Democrats on Capitol Hill. Evidently this has not hurt elsewhere as per the New Jersey election and Kevin Phillips' analysis which shows Cahill put together the Nixon and Wallace vote, plus some Humphrey silent American vote to win so big.

Nevertheless, we must cope with a feeling the press, Democrats, and some Republicans have created to the effect that we are less interested in the Northeast.

What we need to do now is to devise a strategy for the Northeast to dispel this idea. This was brought forth yesterday in our meeting with Javits, Scott, etc. When they heard the answer to the talk of so-called Southern strategy, they found it difficult to answer. In fact, they had to admit they saw nothing wrong with building a two party system in the South.

Meade Alcorn wants the President to know that he likes what is being done in the South and that what we need to do now is to launch a good propaganda campaign in the Northeast to dispel the idea that there is any lessening of interest in the Northeast. He suggests that the

President visit a small town tricentennial celebration in Connecticut in the fall and that similar attentions be shown to the New England area.

We should be able to organize a concerted effort to have speakers, columnists, publications, etc., get our points across in New England. I will form a strategy group, if the President approves.

YES \_\_\_\_\_

NO \_\_\_\_\_

The main thing we need is to talk this matter out so that we effectively get across the point that nobody is being written out, the South is only being written in, and that we are bringing the country back together again as the polls show.

When this Administration comes up for re-election in 1972, desegregation will have been completed, killing the idea that the Administration has sold out to the South. At the same time, we should insure that whatever blame emanates from the South is placed elsewhere than on the back of this Administration.

If we can do this, we will merit an easy re-election.

The point about 27% Republican sentiment, the 43% vote in a three-way race in 1968, and now 68% (Gallup) or 81% (CBS) was made to the Javits group at the close of yesterday's meeting.

Harry S. Dent

Reg. mg  
RW

November 4, 1969

MEMORANDUM FOR THE PRESIDENT

SUBJECT: Meeting with John Rollins of Delaware  
Wednesday, November 5, 1969  
12:15 p.m. (15 minutes)

I. PURPOSE

To receive some poll information on the President's standing and thank Rollins for his continuing financial assistance in support of Republican candidates and the Party.

II. BACKGROUND

- A. John Rollins was one of our big contributors in 1968 and is Vice Chairman of the Republican National Finance Committee. He visited the President earlier this year, showing the President a survey and offering to make other surveys any time Harry Dent requested them on motion of the President. He ran an ABM poll for us in Vermont to influence Senator Prouty's vote. Also, he has run other surveys in several states for Congressional districts. Following the President's visit to New Jersey, Rollins provided \$25,000 to assure use of the President's one-minute film clip on the expensive TV stations in support of Cahill.
- B. We are in the process of working out something for Clayton Harrison, the Delaware State Chairman, so he can take a position in this Administration and resign as State Chairman. Harrison is our friend, but he has been having trouble with the Governor and we need to get things unified in Delaware. I am encouraging Rollins to support Congressman Roth for the U. S. Senate, and have Rollins convince his man to run for Roth's seat, which is statewide.

- C. Rollins uses John Bucci as his pollster. Bucci is not the most accurate pollster in the world but Rollins believes dearly in him and his mind cannot be changed. Rollins will bring in a poll showing how the President is doing in Delaware, a state which Rollins believes to be a composite of the entire country.

III. ACTIONS REQUIRED

- A. It would be good to take a picture with Rollins, as we did not do this last time.

IV. POINTS OF DISCUSSION

There are no discussion points necessary. This will be strictly a session of receiving a poll, thanking him for his good services, and maybe giving him a golf ball and fountain pen.

Harry S. Dent

HSD:cg

October 30, 1969

FOR: Dwight Chapin .

EROM: Harry Dent

John Rollins, one of our biggest contributors - and on a continuing basis - will be having lunch with me on November 5 at 1:00 p.m. Rollins has just given \$25,000 to the Cahill campaign for the purpose of making sure that the President's one-minute film clip is used statewide on TV. Also, he has been giving to every race we have had, being generous especially in his old home state of Virginia. Also, he runs polls for me anytime I request them in various states. You may recall he visited the President earlier this year and showed him a poll he had run in Delaware just to check on the President's standing. Then, when we needed a poll in Vermont to convince Prouty to vote for ABM, he did this also.

Rollins has asked to come in and briefly show the President a new poll he has done in Delaware. He says the results indicate the President is increasing in popularity over the previous poll done earlier this year. If I could bring him in briefly sometime during ~~that~~ day it would be most helpful, and I will move him on out as quickly as possible.

HSD:cg