

Richard Nixon Presidential Library
Contested Materials Collection
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
6	76	12/23/1970	<input type="checkbox"/>	Domestic Policy	Memo	Copy of a memo from Magruder to Haldeman RE: using a group of Republican women to blame the Democrats for inflation. Handwritten note on original added by unknown. 1 pg.
6	76	12/21/1970	<input type="checkbox"/>	Domestic Policy	Memo	From Safire to Strachan RE: potential "Price Fighters League." 2 pgs.
6	76	12/16/1970	<input type="checkbox"/>	Campaign	Memo	From Haldeman to Magruder RE: McGovern's finances. 1 pg.
6	76	12/14/1970	<input type="checkbox"/>	Campaign	Memo	From Colson to Haldeman RE: party-based spending. 2 pgs.

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6	76	12/12/1970	<input type="checkbox"/>	Campaign	Report	Analysis of Democratic and Republican spending for 1972. 3 pgs.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

December 23, 1970

MEMORANDUM FOR: H.R. HALDEMAN
FROM: JEB S. MAGRUDER
SUBJECT: Price Fighters League

Last summer Safire proposed the creation of an outside group of Republican women to assist in nailing inflation to the Democrats.

Klein contacted Pat Hitt and a preliminary organization developed.

A newspaper advertising campaign under the auspices of the Price Fighters League was submitted, but rejected during Campaign 70.

After discussing the project with Safire (copy of his memorandum is attached) we believe the Price Fighters League should be developed.

Approve _____

Disapprove _____

Comments _____

*Act Plan
people to
notice*

THE WHITE HOUSE

WASHINGTON

December 21, 1970.

MEMORANDUM FOR: GORDON STRACHAN (cc: Magruder)

FROM: BILL SAFIRE

The Price Fighters League was suggested last January 9 and re-capped in a memo on July 22 as follows:

The Price Fighters League -- a group of Republican women with a separate letter-head who send out releases condemning spending that will contribute to higher prices.

In this way we make certain inflation is our villain and not the Democrats' villain in the coming campaign. Women are the most conscious of prices, most susceptible to an attack of "Nixon said he would stop inflation and he didn't." If women are used to blame inflation on big spending by Democrats, they will be far more effective than the RNC.

The objection to this idea (from Colson, mainly) was that it would get out of hand -- that the women would wind up blaming inflation on the Administration. This is a realistic caution, which is why the group must be made up of women whose judgment we trust.

At any rate, now is the time to follow this plan up by making the President's call for responsible wage and price behavior in his NAM speech the keynote. The central line should be "Fighting Inflation is Everybody's Business."

Step One: Form the group, not more than a dozen women, well-spaced geographically, some of whom should know one another. Not all wives of fat cats, not all WASP. Include at least a couple who speak well for television interviews.

Step Two: A statement of principles, letterhead, and the announcement of it formation.

Step Three: The denunciation of a specific industry's price rises, perhaps as reflected in a current Inflation Alert (but getting a lot more punchy than that understandably sobersided document).

Careful: Be evenhanded about price and wage increases.

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By cmf NARS, Date 12-16-81

~~CONFIDENTIAL~~ ✓

December 16, 1970

MEMORANDUM FOR :

MR. MAGRUDER

FROM :

H. R. HALDEMAN

Please follow up with the ideas Chuck Colson has presented in the attached regarding planting some columns on the kind of money that was funneled through the McGovern, NEEC, CLW and COPE. Let me see some of the results.

Attachments

HRH:

BK:pm

THE WHITE HOUSE
WASHINGTON

December 14, 1970

MEMORANDUM FOR: H. R. HALDEMAN
FROM: CHARLES W. COLSON *aw*
SUBJECT: Republican vs. Democrat Spending

As you will see from the enclosed, according to reported figures we outspent the Democrats in the last campaign approximately two to one, (if all affiliated Democratic groups are included--the McGovern fund, Council for a Livable World, COPE, and National Committee for an Effective Congress and if some of our "affiliated" groups, like AMPAC and BIPAC are excluded). Excluding all groups other than party organizations, there is a 3 to 1 ratio which Congressional Quarterly will shortly report.

These figures do not include individual campaigns although the money raised nationally would, of course, in large part have been spent in individual campaigns. The one analysis we have of campaign spending on a state by state basis shows Republicans outspending Democrats in all races except the California, Maryland and possibly Texas, Senate races. I am afraid that a state by state analysis would not be particularly helpful.

The item you marked in the news summary noting the Democratic claim that they were outspent 10 to 1 is, of course, preposterous. On the other hand, the actual figures when analyzed still show us spending substantially more. Their charge is, therefore, a question of degree. I am sure also the general public impression is that the Republicans vastly outspent the Democrats, an impression that would be difficult to overcome.

Where the Democrats are really vulnerable and one point which can be exploited, however, is the kind of money that was funneled through McGovern, NCEC, CLW and COPE. This is where some friendly columnists could make points for us and I am suggesting by a copy of this memo that Herb's office might be able to plant some helpful columns.

This issue will be back with us early in the next session of Congress when the various campaign spending limitation bills are debated. At that time we should make a concerted effort to have our people on the Hill attack the McGovern fund particularly. We should be prepared also to try to show the actual expenditure figures in the most favorable light as we have tried to do on the attached pages A-1 and A-2. With this target in mind, I am sending a copy of this to Lyn.

cc: Jeb Magruder
Lyn Nofziger

A. Advertising

It is too soon to know exactly how we will want to set up the advertising for 1972. I'm not sure at this point whether we want to go with one small agency as you suggest, or actually build up our own agency within an agency somewhere. The thing that concerns me is the need for the really top advertising decisions to be made by key staff of trained, political people such as we had with Treleaven, Garment, et al, rather than with your office. However, certainly it would not hurt us to be examining some of the offices but we can hold off awhile on this and there really is no rush.

B. Scheduling

Certainly you can play, as you did in 1970, a major role in setting up a scheduling apparatus for the First Family, Cabinet Members, etc. Also, it would be extremely valuable, as you suggest, to begin to put emphasis on the key states now and you should proceed with this at once. Colson can probably be of help in outlining many of the groups that we should be in touch with.

C. Celebrities

While you certainly would be right in scheduling celebrities for 1972, we need to develop a whole separate program on celebrities that starts now and uses them in building their identity and loyalty. We need a person that is high-level, full-time on the outside as well as a high-level contact here on the inside, and I don't think your office provides the best answer for this problem.

D. Broadcast Scheduling and Liaison

Obviously you should be tied in here since, as you mention, it is a crucial part of any speakers' program.

E. Attack and Response Desk

The attack and response desk is something that you've already been handling and, of course, would continue to handle as appropriate.

F. TV Library

Your idea on developing the library - particularly of stump speeches, is good. This is something that probably should be worked out separately with our TV man.

G. Republican National Committee Reorganization

The entire research and communications function at the RNC obviously needs to be completely rebuilt. Most important here, ~~it think~~, is getting our man, and making sure it's the right ~~person~~ heading the job. Tom Huston is doing some work on a retrieval operation system and we should probably get his complete thinking before making any final decisions in that area. Beyond this we need to set up a political planning apparatus that should include people like ~~Hustbn~~, Moore, Lyn Nofziger, Safire, that work purely on producing ideas for attack and have all this research available to them. Let's see what Huston comes up with in deciding how best to proceed here.

H. Citizens for Nixon/Agnew and the Youth Operation

These are items that we need to have set up on the outside. They can't be run internally other than reporting internally at the highest level. We can offer guidance, but this is something that has to wait until we've developed our plan completely. Specifically, looking at youth, we need to get a full-time youth man here on the inside and another one here on the outside to work on building our whole youth apparatus. The first and most important point - and probably something that you can help with - is finding the right men.

I. Print Media Liaison

Your points on printed media liaison are obviously correct, but just barely begin to scratch the surface. There's a lot of work to be done here.

J. Polling

We're not sure exactly what the polling plan is yet. Some suggestions are into the President, but I would like to withhold doing anything here until we have a firmer fix on what's going to be done. Apparently the relationship between you and Larry is working out fine now and I would agree that we would probably want to continue in this direction.

K. Convention

Most of the items you mention under the convention section are good, but should probably be handled by the RNC. These are something we will probably want to discuss in more detail at a later time once we have a man assigned as our convention coordinator.

L/H
12/ 12 /70