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7	15	9/8/1971	<input type="checkbox"/>	Campaign	Memo	From Jon M. Huntsman to Haldeman RE: the political landscape of Illinois. 2 pgs.

MEMORANDUM

By EP, Date 1-26-82

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THE WHITE HOUSE

WASHINGTON

September 8, 1971

MEMORANDUM FOR: H. R. HALDEMAN
FROM: JON M. HUNTSMAN
SUBJECT: Illinois Political Information

The President read the Illinois Political Brief prepared for his recent Chicago trip by Harry Dent and made the following notations after his visit:

1) Relative to the statement in the political brief that states "the President is thought to have gained ground in recent weeks after his economic speech. Still, Illinois is thought to be only slightly better than even for us today"----The President suggested that our Illinois party morale seems to be very weak. Please have Rumsfeld develop a plan to boost it.

2) Relative to the notation that Senator Muskie was reportedly splitting areas that went 2-1 for the President in 1968, though the President increased his 1968 totals over Kennedy and slipped only slightly against Humphrey----The President has suggested that in view of Gallup's latest poll, how does Rumsfeld evaluate this finding (Muskie's improved showing)? Is it true that Muskie is stronger in the suburbs and weaker in the blue collar areas?

3) Relative to the political brief's notation that Governor Ogilvie is apparently quite vulnerable, even though party leaders insist that the Governor has come up in recent weeks----The President suggested that we must watch this very carefully and must not make the same mistake of 1960 when we tied too closely to Stratten and were pulled down. Have Rumsfeld keep a tough objective eye on Illinois. Don't rely just on party leaders.

The President concluded his appraisal by stating that Muskie would seem to be the suburban favorite (i. e. the better educated, elite, etc.) even despite China? Did they make this poll before the China announcement?

Please develop the desired programs as suggested above and submit your response to the Office of the Staff Secretary.

Thank you.

cc: Harry Dent
Donald Rumsfeld
Alexander P. Butterfield

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