

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>
9	15	12/14/1971	<input type="checkbox"/>	Personal	Memo	From Higby to Bachman RE: various reminders of personal tasks for Higby to complete. 1 pg.
9	15	12/8/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: using one Teeter for campaign planning. 1 pg.
9	15	12/7/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: beginning campaign polling. 1 pg.
9	15	12/14/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Higby to Colson RE: the cover to a recent issue of "Monday." 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
9	15	12/23/1971	<input type="checkbox"/>	White House Staff	Report	From Higby to Haldeman RE: problems that Colson has with "Monday." 2 pgs.
9	15	12/6/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Higby to Haldeman RE: Dent's recent phone call to Haldeman. 1 pg.
9	15	12/10/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to Malek RE: use of Robert Patterson as an advance man in the 1972 campaign. 1 pg.
9	15	12/7/1971	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from John Clarke to Chapin, Higby, Malek, and Walker RE: Robert Patterson's qualifications for the position of advance man. A photograph, presumably of Patterson, is also included on the original. 1 pg.
9	15		<input checked="" type="checkbox"/>	Personal	Photograph	Robert Patterson's resume. 3 pgs.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
9	15	2/19/1972	<input type="checkbox"/>	Campaign	Letter	From Thomas D. Bell, Jr. to Frederick H. Miller, Jr. RE: Odle's notification of Miller's wish to help re-elect RN. 1 pg.
9	15	2/8/1972	<input type="checkbox"/>	Campaign	Memo	From Odle to Ken Rietz RE: using Federick Miller in the 1972 campaign. 1 pg.
9	15	1/26/1972	<input type="checkbox"/>	Campaign	Letter	From Odle to Frederick Miller RE: possibly using Miller in the 1972 campaign. 1 pg.
9	15	1/26/1972	<input type="checkbox"/>	Campaign	Letter	Copy of a letter from Odle to Frederick Miller RE: possibly using Miller in the 1972 campaign. Handwritten notes on original added by unknown. 1 pg.
9	15	12/8/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to Magruder RE: Higby's wish for Magruder to write a letter to the "National Observer." 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
9	15		<input checked="" type="checkbox"/>	Campaign	Newspaper	Daniel Henninger's article "Admen on Pennsylvania Avenue." 1 pg.
9	15	12/18/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: recommendation for Strachan to discuss the "finance chairman situation" with Cole. 1 pg.
9	15	12/18/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: "1701" and a previous report authored by Strachan involving Nofziger and California. 1 pg.
9	15	12/18/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: Nofziger's leadership role in California in election of 1972. 1 pg.
9	15	12/18/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: developing a system to handle campaign funds. 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
9	15	12/14/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: examining the relationship between the Democratic National Committee and the Gallup organization. 1 pg.
9	15	12/14/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: Ehrlichman's recent memo involving the Catholic vote and the environment. 1 pg.
9	15	12/14/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: analysis of a recent Malek memo. 1 pg.

007  
December 14, 1971

MEMORANDUM FOR: KATHY BACHMAN

FROM: L. HIGBY

Make sure I give \$100 back to John Thomas at the State Department that I borrowed from him.

Make sure I call the man up at Ethen Allen furniture tomorrow morning and get him plugged in with Hughe's people.

December 8, 1971

MEMORANDUM FOR :           GORDON STRACHAN  
FROM :                       L. HIGBY

In following up with Teeter, let's make sure we get or rather stay close with him as he starts moving. For example, let's get the Illinois poll.

Also, next time Teeter is in there, watch him closely to see if he continues on his same practice of talking too much. He's pretty damn good in working with Bob and I think was just a bit nervous. Don't say anything to him but just keep an eye out on this.

We should probably try to get compatible demographic breaks on all our future polls with the stuff the Campaign Committee is going to be putting together.

LH:pm

December 7, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:           GORDON STRACHAN  
FROM:                       L. HIGBY

Let's move on putting together whatever is needed for the Campaign people on polling. We have played games here long enough. Let's move into action now.

LH:kb

December 14, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. CHARLES COLSON  
FROM: L. HIGBY  
SUBJECT: Cover of December 13  
Issue of MONDAY

Bob would like to know who precisely authorized the cover for the December 13, 1971 issue of MONDAY. It is obvious when you look at the cover that of all the topics and things we have underway, this is the poorest thing we could be sending out to Republican contributors.

Will you please find out: (1) who is doing this; and (2) if there is some way we can get control of at least passive approval of the cover.

If the most effective way to get this done is for me to call Nofziger, let me know and I'll place the call.

LH;kb

December 23, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. H. R. HALDEMAN  
FROM: L. HIGBY  
SUBJECT: Specific Items from  
Colson for your Conversation  
with Nofziger re: MONDAY

Colson says the following are specific examples of the problems he has had recently with MONDAY.

1. The request was made to John Lofton of the RNC by Dick Howard for a special box or some other way of prominently billing on the cover of MONDAY the two specials this week. The result -- a small box on the back cover of MONDAY that would fail to draw much attention.
2. Cover selection -- there is a continuing battle over what the cover will be, i. e., the Golda Meir cover. We need to decide if we are going to have input in cover selection or not.
3. MONDAY was given materials two weeks ago on the McGovern mail-fraud scandal. (He is using his franking privileges to solicit friends.) Despite continual prodding, the story still has not appeared in MONDAY.
4. Colson has been trying for the last few days to get Nofziger to let him review FIRST MONDAY. He talked to Nofziger this morning, and Nofziger says there ~~was~~ not enough time since it had to go to the printer. Colson said the dead-line was not necessary, but Colson still has not had an opportunity to review FIRST MONDAY.

5. Colson asked for the story on the way the check-off was a method of how the Democrats were trying to raid the Treasury, but nothing was done on this.

6. Colson has sent numerous political cartoons over, but none of them have run in MONDAY.

Colson feels that we must simply reach a general agreement here as to policy. Either the White House is going to review FIRST MONDAY and MONDAY and be able to get things in ~~the~~ issue as we want them, or we should forget about trying to get anything in MONDAY and simply send up suggestions and hope for some spotty success. The RNC does not want the White House to review MONDAY or FIRST MONDAY. They view it as an RNC publication and not something we control.

LH:kb

December 6, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: L. HIGBY  
SUBJECT: Harry Dent Phone Call  
over the Weekend

Harry Dent called you on Saturday evening to indicate he wanted to meet with you and the President -- and perhaps John Mitchell. He is concerned that he doesn't have the correct signal with regard to what the President wants to do in the South and also that the President is not completely aware of ~~what~~ what is happening in the South. He would like to get an updated reading on what his guidelines should be and to report that we need to take another look at the negro in the South. He thinks the Art Fletcher resignation was a very big mistake, that the South in general is changing its attitudes on negroes and that we need to make sure we have the correct line on this.

I know your reply would be that Dent should talk to Mitchell. He has done this and is not sure where Mitchell does stand. He thinks it is important that he get some guidance here from the President. He has indicated that in a couple of talks he has had with the President the President has told him to do specific things, but he isn't sure if we are presenting a coordinated front on this effort.

I recommend that you give Harry a call.

LH:kb

December 10, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. FRED MALEK  
FROM: L. HIGBY  
SUBJECT: Robert Patterson

In my estimation Paterson would be a candidate well worth considering to be one of your advance men during the upcoming Campaign. He is competent, bright and has some political experience.

Frankly, I'm not sure if he will be one of the best people you will ever get, but would probably be a good solid worker.

I suggest you try him on one or two advances and see if there is some potential there. He is worth considering.

cc: Mr. Chapin  
Mr. Walker

LH:kb

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

December 7, 1971

MEMORANDUM FOR:

DWIGHT CHAPIN

LARRY HIGBY ✓

FRED MALEK

· RON WALKER

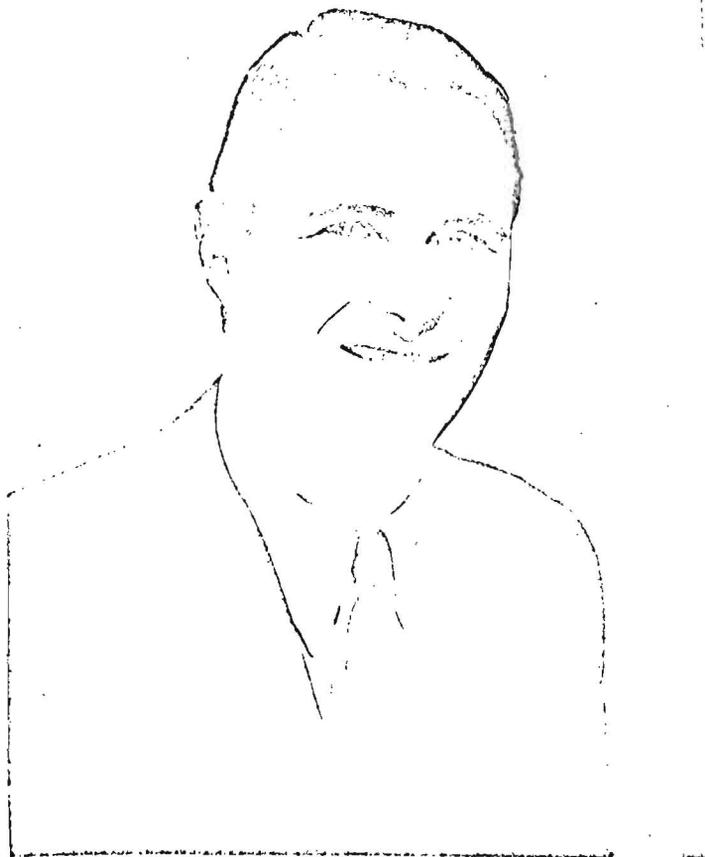
FROM:

· JOHN CLARKE

SUBJECT:

Robert Patterson

Bob is an excellent candidate. I'd describe him as poised, attractive, personable, loyal, bright and articulate. He's very interested in advancing and fits the profile extremely well. He ultimately wants to come to Washington to work.



PERSONAL DATA:

ROBERT W. PATTERSON

Business Address: One First National Plaza (Suite 5200)  
Chicago, Illinois 60670 786-6658

Home Address: 2425 Colony Court, Northbrook, Illinois  
272-5733

Height: 6'1"      Weight: 200 lbs.      Health: Excellent

Birth Date: July 29, 1935

Birth Place: San Juan, Puerto Rico

Marital Status: Married - 3 children

EDUCATION:

Elementary: Nash School 1940-1946 Parkersburg, W. Va.

High School: Parkersburg High 1947-1953 Parkersburg,  
W. Va.

Colleges: University of Illinois 1953-1957  
Chicago, Illinois B.A.  
Major: Political Science (International Law)  
Minor: Economics

Northwestern University 1957-1960  
(Law School) Chicago, Illinois J.D.

HONORS, SCHOLARSHIPS, FELLOWSHIPS:

High School: I graduated 50th in a class of 580.

College: I competed for and was awarded an NROTC scholarship to the University of Illinois; I graduated in the upper 1/4 of my class with honors in political science.

Law School: I graduated 15th in a class of 105. I was awarded a scholarship during my second and third years on the basis of need and merit. I competed for and was appointed to the Northwestern Law Review and served as Associate Editor during my senior year. I was elected as the senior class representative to the alumni and faculty. I was awarded the American Jurisprudence prize for receiving the highest grade in Contracts.

*Source: Dick Wiley*

CAREER HISTORY:

- Summer Employment: 1959 - a summer law clerk for Covington & Burling, Washington, D.C.
- Permanent Employment: 1960- associated with Mayer, Friedlich, Spiess, Tierney, Brown & Platt, 231 South LaSalle Street, Chicago, Illinois.  
Starting Salary - \$6,700  
Ending - \$10,000
- 1964 - associated with and now a partner in the law firm of Hopkins, Sutter, Owen, Mulroy & Davis, One First National Plaza, Chicago, Illinois.  
Starting Salary - \$12,500  
Under my current percentage, I receive approximately ~~\$30,000 to \$35,000~~ annually.  
*\$40,000 = \$45,000*

Practice: The firm is engaged in the general practice of corporate law. I have had broad exposure to every facet of the firm practice, except taxation. I have handled significant litigation matters dealing with a variety of subjects, including contract and antitrust matters. I have also engaged in considerable Federal Agency work primarily in the area of obtaining merger approval from the Justice Department or FTC. I have assisted in resolving corporate financing problems involving foreign as well as domestic qualification and have also had extensive real estate experience. I have been assigned the responsibility for advising the firm's clients concerning the legal and financial defenses to tender offers.

During the last 4 years I have represented the Federal Savings and Loan Insurance Corporation in a complex series of legal disputes arising out of the default of several local savings and loan institutions.

In my work for this Federal Agency, I have dealt directly with the General Counsel, the Director and other department heads in formulating major policy decisions.

(Continued)

Practice: At this point in my practice a substantial part of my time is devoted to supervising the work of other lawyers in the firm.

I am a member of the Recruiting Committee of the firm, which is responsible for interviewing and hiring all new attorneys for the office and for the summer associate program.

I consider myself to be a generalist in the practice of law. I take pride in my ability to apply legal skills and imagination to a variety of problems and to reach a resolution which will withstand the test of practicality.

SPECIFIC POLITICAL EXPERIENCE AND/OR OFFICES HELD AND POLITICAL AFFILIATION:

I am a registered Republican. I participated in the 1960 and 1964 campaigns serving as a block captain. I participated in the 1968 Presidential campaign as the Metropolitan Director of the "Commitment '68" program on behalf of Nixon-Agnew. In this capacity I was responsible for Cook County, Illinois.

HOBBIES, SPECIAL ACTIVITIES, AND AREAS OF SPECIAL INTEREST:

My hobbies have been limited because of commitments of time to my work. My interests and activities, other than my work and family, consist of athletics of all types - particularly swimming, tennis, golf and sailing.

MEMBERSHIPS AND POSITIONS HELD IN PROFESSIONAL, SCIENTIFIC, BUSINESS, OR CULTURAL SOCIETIES & CONFERENCES:

Illinois Bar Association; American Bar Association (Director of District 8 Young Lawyers Section), member of the International Law Section; appointed in 1969 to a 4-year term on the Northbrook Planning Commission; Member and Director of Northbrook Art League.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.  
WASHINGTON, D. C. 20006  
(202) 333-0920

February 19, 1972

Mr. Frederick H. Miller, Jr.  
4545 Linnean Avenue, N.W.  
Washington, D.C.

Dear Mr. Miller,

I have been informed by Mr. Rob Odle, of your interest in working for the President's re-election. You come very highly recommended, and I would like to have an opportunity to meet with you in the near future.

At your convenience, please contact, Barbara Preve' of my office, for an appointment date and time.

With best wishes and I hope to see you soon.

Sincerely,

Thomas D. Bell, Jr.

c.c. / Rob Odle  
/ Ken Rietz  
/ Larry Higby

~~To Rob Odle  
Rob  
Thanks You  
L~~

February 8, 1972

MEMORANDUM FOR:

MR. KEN RIEZ

FROM:

ROBERT C. ODLE, JR.

SUBJECT:

Frederick H. Miller, Jr.

Please note in the attached letter that Larry Higby evidentially feels Frederick Miller is not just a run-of-the-mill guy and might be "very good in youth."

In light of Larry's comment, could someone on your staff follow up with Miller and see if he can help? Either you or I should then get back to Larry.

Thanks.

Attachment

cc: Mr. Lawrence M. Higby

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.  
WASHINGTON, D. C. 20006  
(202) 333-0922

January 26, 1972

Dear Mr. Miller:

We have been informed by Mr. Lawrence Higby of your desire to be of assistance in the campaign to re-elect the President.

We are truly grateful for your enthusiastic offer to help and we appreciate your taking the time to write. At this particular time our staff requirements have not yet been determined and it is very difficult to ascertain what they will be until after March of this year. However, we will place your name in an active file and can assure you that it will be given every consideration.

Again, may I thank you for your interest. With your continued enthusiastic support and that of other concerned Americans, the campaign to re-elect the President will most certainly be a success.

With best wishes,

Sincerely,

Robert C. Odle, Jr.

Mr. Frederick H. Miller, Jr.  
4545 Linnean Avenue, N. W.  
Washington, D. C.

cc: Mr. Ken Rietz

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1201 PENNSYLVANIA AVENUE, N.W.  
WASHINGTON, D. C. 20004  
(202) 233-0012

January 26, 1972

Dear Mr. Miller:

We have been informed by Mr. Lawrence Higby of your desire to be of assistance in the campaign to re-elect the President.

We are truly grateful for your enthusiastic offer to help and we appreciate your taking the time to write. At this particular time our staff requirements have not yet been determined and it is very difficult to ascertain what they will be until after March of this year. However, we will place your name in an active file and can assure you that it will be given every consideration.

Again, may I thank you for your interest. With your continued enthusiastic support and that of other concerned Americans, the campaign to re-elect the President will most certainly be a success.

With best wishes,

Sincerely,

Robert C. Odle, Jr.

Mr. Frederick H. Miller, Jr.  
1545 Linnean Avenue, N. W.  
Washington, D. C.

cc: Mr. Lawrence Higby

*I believe you would see this  
as a contribution - I would like to  
help you - but I am not sure  
if you would -*

December 8, 1971

MEMORANDUM FOR: JEB MAGRUDER  
FROM: L. HIGBY  
SUBJECT: Another Adman Article

You have undoubtedly already noted the article that appeared in the National Observer regarding "Admen on Pennsylvania Avenue". You should proceed to write a letter on this one and attach the original letter from the Evening Star to it. The letter should indicate that it is sad to see some newspaper like the National Observer falling into the same trap the Evening Star did. Obviously, they are not aware of the letter you sent to the Star, but to set the record straight, they would be interested in reading it and would hopefully give it as much attention as they have the Henninger editorial.

Obviously you will want to take some specific jabs at this editorial, but that should be the gist of what you do.

Please proceed with this and let me know if you have any problems.

cc: Gordon Strachan

LH:kb

## Admen on Pennsylvania Avenue

IT IS LIKELY that many people who read *The Selling of the President* by Joe McGinnis were reluctant to believe all the campaign tactics McGinnis attributed to the Nixon team. For instance, he said that the citizen panels to which Nixon presented himself for questioning on the issues actually were hand-picked by the Nixon staff and assigned questions.

For those who disbelieved that a Presidential candidate could be so managed and processed, there is the news that Nixon's political operatives are assembling their own advertising agency to handle Richard Nixon's forthcoming re-election campaign. Unlike past campaigns in which candidates hired established advertising agencies to market them along with the agency's deodorants, hair sprays, and trips to Jamaica, Nixon's new agency will work solely at promoting Richard Nixon. The agency has a professional advertising director, who will recruit copy writers and whatever creative specialists are needed to produce a complete TV advertising campaign.

One recalls that it was Richard Nixon who contracted with Agnew and Associates to shred the news business for distorted and biased reporting. So next fall the public is to learn the truth about President Nixon from the advertising profession.

But this is one of the more benign ironies of Nixon's Presidency. It was really only a matter of time before some politician set up his own ad agency to produce TV commercials. Nixon, unsurprisingly, got there first.

It may be true that TV spots of Nelson Rockefeller up among the girders mingling with hard hats or of little girls disappearing in a mushroom cloud have cheapened issues and candidates in past campaigns. But there is little evidence that slick TV ads can *make* an election.

Less easily handled is the effect that the Richard Nixon Advertising



Agency may have on what's left of political reality. Shortly, the new agency will start planning the Nixon ad campaign. The ads themselves can be easily predicted. Nixon Goes to China. Nixon Goes to Russia. Nixon Meets the Last Returning Troopship. And right alongside should be a Nixon agency cameraman, recording film for next fall's campaign.

And let us assume that for the next 10 months or so Nixon knows that the admen are nearby—watching, filming, recording, hoping to get some good footage for their Nixon ads. Who, then, is the sometimes smiling, sometimes grave man we'll see on the evening news? The President or an actor filming a commercial? —DANIEL HENNINGER

December 18, 1971

Administratively Confidential

MEMORANDUM FOR:

GORDON STRACHAN

FROM:

L. HIGBY

As I indicated to you, you should talk to Cole regarding the whole finance chairman situation. There's some very interesting input there.

LH:dg

December 18, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:           MR. GORDON STRACHAN  
FROM:                       L. HIGBY

I think it would be a good idea if we got some kind of a run-down of who all is over at 1701 -- what the size of the staff is -- how they are organized. Of course, I don't mean secretaries here, just professionals, although the total size might be interesting.

Also, in your latest report, there is not indication that Lyn Nofziger is going to handle the California phase of the Campaign. It is my understanding that this is the case. What's the story here?

LH:kb

December 18, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:           GORDON STRACHAN  
FROM:                       L. HIGBY

It is my understanding that Nofziger is now going to run the Campaign in California, that Mitchell has asked him to do it and Nofziger has agreed.

Is there any truth to this and if so, what's the case? Why isn't it in your report.

LH:kb

December 18, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. GORDON STRACHAN  
FROM: L. HIGBY

The problem with the attached memo entitled "Colson Expenditures" is that we still don't seem to be making any progress in setting up a system here of getting these cleared. I think you would have a better chance of getting them by Bob if you went on to describe a system that we now have set up that will work in the future and then say unfortunately these two matters occurred prior to that time but if we don't get them paid for some way they will be taken out of Campaign funds probably. Just dumping the problem doesn't really help anybody or anything. Offering a solution along with it could make a difference.

Attachment

LH:kb

December 14, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. GORDON STRACHAN

FROM: L. HIGBY

It is obvious that Gallup has been bogged by Muskie/Kennedy or at least the Democratic National Committee.

They have probably figured that we bought Harris and they might as well get something.

Of course this is not the case, but it is probably worth finding out exactly what the Democratic - Gallup relationship is. I don't know if you want to talk to Dean about this or to Colson, but one of them should get something going on a low-key basis.

You may also want to mention this to Magruder and let's do each of them independently so we don't have everyone running around making statements about this. Let me know what progress you have made in one week.

Thank you.

LH kb

December 14, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. GORDON STRACHAN  
FROM: L. HIGBY  
SUBJECT: Ehrlichman's Memo on Campaign

Ehrlichman has a section in his memo on campaign entitled "The Catholic Vote". Will you please review that section of Ehrlichman's memorandum and then do a memo to Tetter saying that Haldeman has asked you to find out whether or not the assumptions that Morey is making are valid or the assumptions Buchanan is making are valid.

With regard to Ehrlichman's section of his memo entitled "The Environment", have Tetter make the opposite case that Ehrlichman makes in his memo. It will become obvious when you read that section what Haldeman wants there.

If you have any questions on this, give me a call, but let's get started on it right away.

LH:kb

December 14, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. GORDON STRACHAN  
FROM: L. HIGBY  
SUBJECT: Analysis of the Malek Memo

Whatever happened to the analysis you were going to do on the Malek memo. Remember that is the memo Malek sent over on problems of the Committee that you were going to be redoing. Where does it stand?

LH:kb