

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>
10	1	10/14/1972	<input type="checkbox"/>	White House Staff	Memo	From Higby to Ehrlichman, Haldeman, and Ziegler RE: upcoming tennis match. 1 pg.
10	1		<input checked="" type="checkbox"/>	White House Staff	Memo	From Higby to Haldeman RE: a recently mailed check concerning Ehrlichman. 1 pg.
10	1		<input checked="" type="checkbox"/>	White House Staff	Brochure	Brochure for the Mclean Indoor Tennis Center. 2 pgs.
10	1	10/31/1972	<input type="checkbox"/>	White House Staff	Memo	From Higby to Collins RE: the time of what to do on Mrs. Haldeman's arrival. 1 pg.

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10	1	10/25/1972	<input type="checkbox"/>	White House Staff	Memo	From Higby to Collins RE: the status of Mrs. Haldeman going to California. 1 pg.
10	1	10/20/1972	<input type="checkbox"/>	White House Staff	Memo	From Higby to Chapin RE: Red Blount phone call to Haldeman. 1 pg.
10	1	10/19/1972	<input type="checkbox"/>	White House Staff	Memo	From Higby to Chapin RE: Tom Kuchel's assistance to Chapin. 1 pg.
10	1	10/18/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Higby to Texas Governor Connally RE: a confidential memorandum Haldeman received from Jose Navarro Elizondo concerning Californian Latinos joining the side of Nixon. 3 pgs.
10	1	10/18/1972	<input type="checkbox"/>	White House Staff	Memo	From Higby to Chapin RE: Governor Rockefeller's call to Haldeman concerning a Moday visit. 2 pgs.

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10	1	10/18/1972	<input type="checkbox"/>	White House Staff	Memo	From Higby to Chapin RE: Perk's "number one political man" who now works in the reelect committee. 1 pg.
10	1	10/14/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Chapin RE: having surrogates in Illinois with Nixon-Pucinski signs. 1 pg.
10	1	10/13/1972	<input type="checkbox"/>	Personal	Memo	From Higby to Collins RE: Haldeman's Bolex camera properly attaching to a silver metal plate. 1 pg.
10	1	10/12/1972	<input type="checkbox"/>	Personal	Memo	From Higby to Collins RE: having Haldeman's camera in either of their briefcases on any trip. 1 pg.
10	1	10/5/1972	<input type="checkbox"/>	White House Staff	Memo	From Higby to Chapin RE: the idea for a staff meeting and showing to view the commercials. 1 pg.

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10	1	10/14/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Follow-Up RE: the status of the Nixon-Pucinsld bumper sticker distribution in Illinois. 1 pg.
10	1	10/31/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: Chuck Colson's planned trip to Massachusetts a week after the election. 1 pg.
10	1	10/25/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: Ambassador Bush's phone call concerning John Tower's race in Texas. 1 pg.
10	1	10/24/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Higby to Haldeman RE: Al Haig's phone call concerning Wallace speaking with a political contact. 1 pg.

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10	1	10/18/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: the earlier morning discussion with Teeter concerning campaign details. 1 pg.
10	1	10/17/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Higby to Haldeman RE: the basic plan on the Conally thirty-minute program. 1 pg.
10	1	10/16/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: the basic polling information indicated in the Detroit News data. 1 pg.
10	1	10/13/1972	<input type="checkbox"/>	White House Staff	Memo	From Higby to Howard RE: an unapproved attached document that must be rewritten. 1 pg.
10	1	10/7/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Howard to Kehrl RE: an article that has been prepared describing how the White House has opened up during the Nixon Administration to all Americans. 5 pgs.

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10	1	10/9/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Higby to Haldeman RE: John Ehrlichman's call requesting guidance for the next day's Leadership/Cabinet Breakfast. 1 pg.
10	1	10/9/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: the need for Ray Price to redo the "Get out the vote" telegrams. 1 pg.
10	1	10/7/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Higby to Haldeman RE: Tod Hullin's call reporting the request that Ed Harper receive all data needed to put together for the Leadership Meeting the next week on Tuesday. 1 pg.
10	1	10/7/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Higby to Haldeman RE: the confusion as to whether MacGregor, Magruder, Malek or Ed Harper is to receive the exact trial heat data for the upcoming Leadership/Cabinet Meeting. 1 pg.
10	1	10/5/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: the status of the Democrats for Nixon television advertisements. 1 pg.

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10	1	10/5/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: the number of people to be polled in each state on the rolling wave polls --Large states receiving 500 with small states receiving 400. 1 pg.
10	1	10/5/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: the change in the attack pattern in the election from offensive to defensive. 2 pgs.
10	1	10/5/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: who receive the information on the rolling wave polls. This includes MacGregor, Magruder, Malek, and Mitchell. 1 pg.
10	1	10/2/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: a copy to John Mitchell of the New York Times report of an interview with Rita Hauser. 1 pg.
10	1	10/2/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: the attached questionnaire involving state telephone polls for Massachusetts, West Virginia, and Washington. 1 pg.

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10	1		<input checked="" type="checkbox"/>	Campaign	Form	RE: the state telephone polls for Massachusetts, West Virginia, and Washington. Author Unknown. 2 pgs.
10	1	10/31/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Kehrl RE: the assurance of having the election night plan, together with charts, reporting charts, etc., in today. 1 pg.
10	1	10/20/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Kehrl RE: the urgent need to start the next batch of presidential phone calls. 1 pg.
10	1	10/17/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Kehrl RE: the plans for election eve including who is to be where and how to get everybody over to the hotel, etc. 2 pgs.
10	1	10/12/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Kehrl RE: the need to set up a phone call program for Ed Nixon and Tricia at the President's request. 1 pg.

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10	1	10/4/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Kehrl RE: a request to have someone write a column suitable to be put out between this date and the election. 1 pg.
10	1	10/2/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Kehrl RE: when he will receive the next set of newspaper endorsement updates. 2 pgs.
10	1	10/2/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Kehrl RE: putting together a telephone call program for the President. 1 pg.
10	1	10/18/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Malek RE: the assurance that the Democrats For Nixon State Chairman in Ohio is actively involved as he is a strong supporter and Polish. 1 pg.
10	1		<input checked="" type="checkbox"/>	Campaign	Memo	RE: the overnight ratings estimates of Connally and McGovern in Los Angeles, New York, and nationwide. Author unknown. 1 pg.

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10	1	10/7/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Price RE: the need to redo the attached proposed Get Out The Vote Telegrams for the President's signature. 2 pgs.
10	1	10/5/1972	<input type="checkbox"/>	Campaign	Memo	From Morgan to MacGregor RE: the signers of the Committee for the Re-election of the President's "Get Out the Vote" telegrams. 3. pgs.
10	1	10/2/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Price RE: the comparison between the two versions of the Connally speech. 1 pg.

October 14, 1972

MEMORANDUM FOR:        JOHN EHRLICHMAN  
                             H. R. HALDEMAN  
                             RON ZIEGLER

Our first scheduled tennis date is Monday, November 6th. Obviously we will be unable to take advantage of it but our wives probably will.

Membership and court charges have already been paid. Will you please forward your portion of the bill --

L. Higby  
Treasurer

LH:kb

(NOTE: HRH - \$270.00  
       RZ - \$270.00  
       JE - \$195.00

THE WHITE HOUSE  
WASHINGTON

Date \_\_\_\_\_

TO: H. R. HALDEMAN  
FROM: L. HIGBY

*Check has been mailed  
You may want this to  
discuss w/ E. W. Schine*

*Collect.*

**THE FIRST  
AND ONLY FULLY AIR  
CONDITIONED TENNIS FACILITY**

**SIX INDOOR TENNIS  
COURTS** designed to "play" like clay courts,  
with especially designed lighting.

**LOUNGE**  
**LUXURIOUS** elevated lounge overlooking the  
tennis courts.

**PROFESSIONALLY STAFFED  
DAY-CARE CENTER**  
Open 9 a.m. to 4 p.m.  
Monday - Friday

Special playroom designed for children, featuring  
movies and games so your children can have fun  
while you are.

**SAUNAS, STEAM ROOMS** And fully  
equipped **EXERCISE ROOMS** for men and  
women. Spacious, carpeted **LOCKER ROOMS**.

Cwi Steiman - Managing Director

**"PRO SHOP"** Tennis equipment and ap-  
parel from A to Z, available in the most com-  
pletely stocked tennis shop in the area.

**TENNIS LESSONS AND CLINIC**  
staffed by professionals.

**MEMBERSHIP DUES**  
include **UNLIMITED USE** of Saunas, Steam  
Rooms, Exercise Rooms, Day Care Center, and  
Lounge.

**GUESS  
WHAT'S  
COMING ??**

**YEAR ROUND CLUB  
52 WEEKS**

For an additional fifty dollars you can extend  
your membership thru the summertime.

**NEVER GET RAINED OUT.** Play in comfort, on the  
hottest summer days, on our always playable, air  
conditioned, tennis courts.



1472 (Old) Chain Bridge Rd.  
McLean, Va. 22101  
P.O. Box Drawer G-G

Located off Dolly Madison Blvd. (Rt. 123) just 6  
mi. from Wash., D.C. Take Old Dominion Rd. to  
Old Chain Bridge Rd., located next to Super Giant  
in the McLean Shopping Center. (Tel. 356-3300)

**ANNUAL MEMBERSHIP DUES**

Junior \$25 Adult \$50 Family \$75

**WINTER SEASON INDOOR COURT RATES,**  
30 WEEKS,  
STARTING OCT. 1, 1972

UNLIMITED PLAY \$100

Monday — Sunday  
7 a.m. — 8 a.m.

**COST OF COURT**

	Season	Random Play
Mon.-Fri.	8 a.m. to 5 p.m.	\$ 8.00
	5 p.m. to 11 p.m.	13.00
	11 p.m. to 12 p.m.	9.00
Sat.	8 a.m. to 12 p.m.	\$13.00
		\$14.00
Sun.	8 a.m. to 11 p.m.	\$13.00
	11 p.m. to 12 p.m.	9.00
		\$14.00
		11.00

To determine cost of season reservation, multiply the cost of the court per hour by 30 weeks in the season.

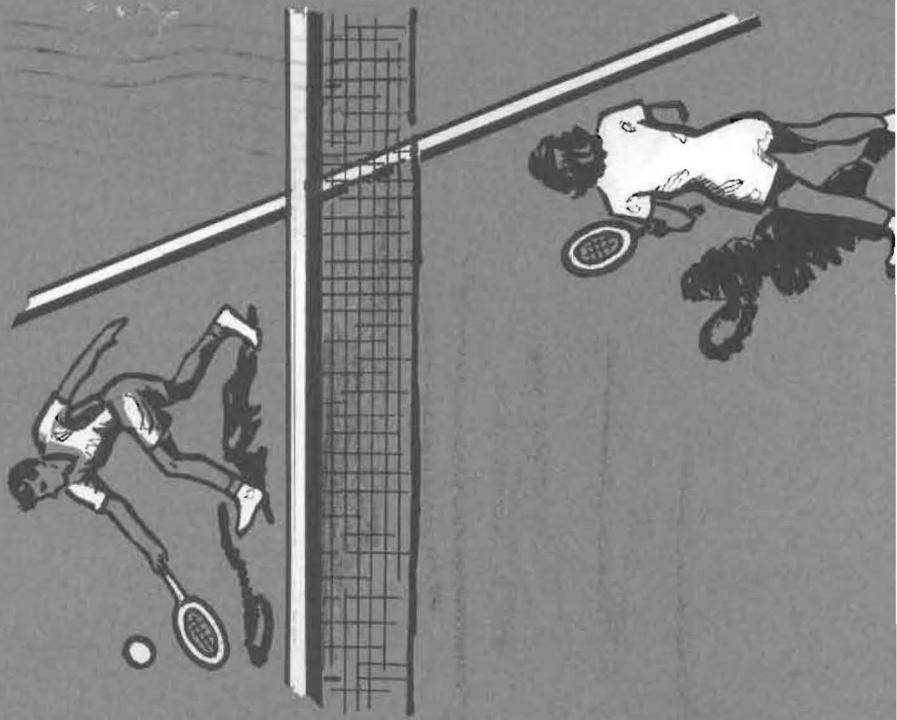
McLean Indoor Tennis Center  
1472 Old Chain Bridge Rd.  
McLean, Va. 22101  
P.O. Box Drawer C-C



Larry Highby  
The White House, West Wing  
Washington, D. C. 20014

TOTAL TENNIS INCORPORATED PRESENTS:

# McLean indoor tennis center



3

260

October 31, 1972

MEMORANDUM FOR:           GEORGE COLLINS  
FROM:                       L. HIGBY

George:

I need a fixed time now of what we are going to do on Mrs. Haldeman's arrival. Will you please let me know what that time should be -- that's her trip to California.

LH:kb

October 25, 1972

MEMORANDUM FOR: GEORGE COLLINS

FROM: L. HIGBY

What's the status of Mrs. Haldeman going to California?

LH:kb

October 20, 1972

MEMORANDUM FOR: DWIGHT CHAPIN  
FROM: L. HIGBY  
SUBJECT: Red Blount Phone Call  
To Haldeman

Dwight:

We are continuing to get calls from Red Blount. I talked to him today and he indicated that he wanted to get through two messages -- (1) the President has to come to Alabama for a visit, and (2) he needs to make a sixty-second spot with the President.

Bob asked that you call him back indicating that you are calling for Haldeman and saying that we cannot and will not be able to come to Alabama to make a campaign stop, just as we are not going anywhere else and campaigning for any candidates.

While we cannot do a sixty-second spot for Blount, we would be able to do some silent footage of Blount with the President as we have done for some other candidates and that you would be happy to work this out with Blount.

cc: Bill Timmons

LH:kb

October 19, 1972

MEMORANDUM FOR: DWIGHT CHAPIN  
FROM: L. HIGBY

Bob feels that Tom Kuchel would be good doing some surrogate appearances and requests that you follow-up on this. He apparently wants to help and could be very helpful.

Will you please have someone in your office get in touch and see what can be worked out here?

LH:kb

October 18, 1972

Dear Governor Connally:

Mr. Haldeman asked me to have the attached matter returned to you with an indication that there is no problem or conflict.

Sincerely,

Lawrence M. Higby  
Administrative Assistant  
to H. R. Haldeman

Governor John B. Connally  
First City National Bank Building  
Houston, Texas 77002

Attachment

LH:kb:LH:pm

HAND CARRY

JOHN B. CONNALLY  
FIRST CITY NATIONAL BANK BUILDING  
HOUSTON, TEXAS 77002

October 10, 1972

California

Figuel

Dear Bob:

I'm enclosing copy of a confidential memorandum from a good friend of mine.

Would a program of this type conflict with anything that is now being done? Joe Navarro is a very able fellow and I think can accomplish much of what he proposes.

I would be glad to work with him, or be glad for him to work with the Committee, or anyone in California whom you would suggest, but if we are going to do it, I think we need to move. Frankly, I don't know where this memo, which is dated September 21, has been for I have just seen it for the first time.

Sincerely,



PERSONAL AND CONFIDENTIAL

Mr. H. R. Haldeman  
Assistant to the President  
The White House  
Washington, D. C. 20500

enc.

dictated but not signed  
by JBC

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September 21, 1972

To : Honorable John Connally

From: Jose Navarro Elizondo

In order for the Democrats for Nixon to reach as many Latinos in California, as possible, I would --

1. Use the recommendations from the Cardinal of Mexico, S. S. Miguel Dario Miranda, Apostolic Delegate of the Very Holy Father.
2. The way I feel I can get this help is simple.

Money -- Set aside about \$5,000 from my bank account -- give each parish priest a special gift of \$200 or \$300 for his pet charity -- soft sell him on "The TRUTH about Nixon" -- against legalized abortion -- promise of real help to private Catholic schools. Then set up a Voters Education Committee in each parish, using the most capable members of each church -- say one group from 2:00 p.m. to 6:00 p.m., and another group from 6:30 p.m. to 8:30 p.m.

Let me worry about selling the idea to each church. I can think for them and I can very softly slip the words, NIXON -- and REPUBLICAN to each of the intellectual members of the Voters Education Committee.

The parishes that we select will depend on the heaviest voters' concentration, or where the Latinos are deadset against the President.

I would also like to have freedom of action to call on and use old friends such as Gilbert Roland, Fernando Montalban, Vicki Carr, etc., etc. I would like to have a gathering of these well-known people at my son-in-law's home in Newport Beach, California. I would set up a very cheerful group with all the caviar and champagne to ask for their help. As you know, most of them are Democrats, but for this time, we can forgive them. I am hoping we could get a big Republican name or two for this affair. More on this later -- let me get to work.

I'll be at the St. Anthony in San Antonio on Friday, the 22nd; at the Shamrock on Saturday; from Sunday through Wednesday at either my office or home in Mexico City.

*Everything subject to your approval; any or all of it can be changed to conform with your plan.*

*Jaime*

October 18, 1972

MEMORANDUM FOR: DWIGHT CHAPIN  
FROM: L. HIGBY  
SUBJECT: Governor Rockefeller  
Call to Haldeman re:  
Monday Visit

Governor Rockefeller called Bob this afternoon to discuss with him the problem he is having with regard to the fact that the President is going to Nassau County but is not going to Suffolk County. He has talked to Swank, his Chairman down there who is just about going out of his mind and they think they've worked out a compromise that they would like to propose. It is as follows:

Instead of having the President land at Idlewild International Airport, have him land or at least have him take off from McArthur field. This field is very close to Suffolk county, apparently. He says there's a hangar there that he could set up with a big screen. Prior to the President's arrival he would have other speakers speak and have a band going, etc. The President could then arrive, just before his departure and slip in the back door, give the same five-minute speech he gives in Nassau County and then slip out the door with his departure being shown on the big screen.

He indicates that the entire thing would not take more than fifteen minutes. He said that he has real problems, otherwise, with Suffolk County and indicated that this is something that really means a lot to him.

I told him that Dwight Chapin ~~was~~ one of his staff would be getting back in touch with him, so they *are* expecting a call back.

On a different subject, Bill Safire just called saying that since he is from New York he would very much like to make the trip with us. I told him that Chapin would (once again) probably be getting in touch with him.

LH:kb

51  
October 18, 1972

MEMORANDUM FOR: DWIGHT CHAPIN  
FROM: L. HIGBY

Bob asked me to pass on to you the fact that you should be working with Perk's number one political man who is now working full time for us on our reelect committee.

LH:kb

October 14, 1972

MEMORANDUM FOR: DWIGHT CHAPIN

FROM: L. HIGBY

When any of the family visits Illinois, or for that matter when any of our surrogates visit Illinois, have them in the audience a couple -- not a lot -- but just a couple of Nixon-Pucinski signs.

Maybe the best way to do this is through Rietz's organization, although I think you've got a security problem there, but we need to figure out a way.

LH:kb

October 13, 1972

MEMORANDUM FOR: GEORGE COLLINS

FROM: L. HIGBY

Bob wants to make sure that there is some way for the little silver medal plate that goes with his Bolex camera to be attached to the camera. I don't know what the specifics are here, but Kathy has the plate.

LH:kb

October 12, 1972

MEMORANDUM FOR:                   GEORGE COLLINS  
FROM:                               L. HIGBY

From now on we should either have Haldeman's  
little blue camera -- Bolex or whatever it is --  
in my briefcase or in his on any trip.

LH: kb

1e  
October 5, 1972

MEMORANDUM FOR:

DWIGHT CHAPIN

FROM:

L. HIGBY

I talked over with Bob the idea of our people seeing the commercials -- those who haven't seen them. He said "That's fine. Go ahead and set up a showing." I then mentioned to him the possibility of a staff meeting at which some points would be made. He said he would like an outline of what specific points we had in mind before proceeding with locking anything like that in.

LH:kb

October 18, 1972

MEMORANDUM FOR:

FOLLOW-UP

FROM:

L. HIGBY

Follow-up with Pat Buchanan regarding what's happening on the Vice President's suggestion of building a big issue out of the loans that McGovern has received from Labor, et al. Haldeman wants a report back on what's happening on this.

LH:kb

October 14, 1972

MEMORANDUM FOR: FOLLOW-UP

FROM: L. HIGBY

Follow-up in a week to see if C Olson has been able to get the Nixon-Fucinski bumper stickers out in Illinois.

LH:kb

October 31, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: L. HIGBY

FYI --

Chuck Colson, in calling me the other day, indicated that he was planning to take off the week after the election and going up to see his parents in Massachusetts. He wanted you to be aware of this.

LH:bb

October 25, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: L. HIGBY  
SUBJECT: Ambassador Bush  
Phone Call

I returned the call that Ambassador Bush placed to you yesterday.

He was calling regarding John Tower's race in Texas. He's done some independent checking down there and feels that if at all possible, the President should plan on making another stop and try to wrap his arms around Tower. Indications he has received show that Tower is running in a very close race. Despite the latest poll information we have of October 3rd, recent telephone checks indicate that the race is much closer than the poll would indicate. He said the President is in good shape in Texas but that we might have some Tower problems and we should consider this. He indicates that he has talked to John Mitchell about this problem and that John may be working something out.

NOTE: Memo to be put in HRH Political Meeting Folder.

LH:kb

October 24, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: L. HIGBY  
SUBJECT: Haig Phone Call  
Re: Wallace Political  
Contact

Al Haig indicates to me that he talked to you last weekend about the need to develop a political contact for Wallace to speak with. I would suggest that we have Harry Dent get in touch with Jessie Gann, Wallace's man and see specifically what he has on his mind. This can be done by a phone call and then can be followed up if necessary with a visit.

If you agree, I'll have Strachan call Dent and set this up.

Agree \_\_\_\_\_

Disagree \_\_\_\_\_

LH:kb

October 18, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: L. HIGBY  
SUBJECT: Addendum to Teeter Memo

Discussion with Teeter this morning, October 18, 1972 indicates the following:

1. We have already polled by telephone West Virginia, New Hampshire, Washington, and Pennsylvania. Results for all of these should be in today.
2. Teeter has talked to Clark MacGregor and we have come up with the following compromise proposal:
  - a. Since the telephone lines are contracted through this weekend, do Illinois, Ohio, New Jersey, Connecticut, and perhaps Wisconsin by telephone.
  - b. Do personal interviews in New York, California, and Pennsylvania over the weekend.

By doing these three key states by personal interview, we'll get a valid run late in the campaign of what the situation is with regard to the inflation of the Nixon column that Teeter mentions in his memorandum. We would be able then to follow-up with additional polling, either personal interview, panel, or by telephone as necessary.

Also, this plan would keep us within budget.

Approve \_\_\_\_\_

Disapprove \_\_\_\_\_

LH:kb

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

October 16, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: L. HIGBY

Attached is the basic polling information indicated in the Detroit News data.

Our ORC report yesterday indicated the Michigan race to be 36 - 32 - 32.

Teeter says that there is obviously a problem since the Detroit News poll has not been more than 2% off in the past.

The other problem, however, is that the ORC data and the MOR data on the Griffin race are almost identical.

MOR -- 47 - 37 - 16  
ORC -- 47 - 39 - 14

Teeter is trying to work out some additional analysis with ORC and should be back to us late today.

LH:kb

Attachment

October 13, 1972

MEMORANDUM FOR: DICK HOWARD

FROM: L. HIGBY

The attached is not approved. As you can see, it doesn't come close to what was originally requested. Please have it rewritten, following the general guidelines in my attached memo.

Attachment

LH:kb

THE WHITE HOUSE  
WASHINGTON

October 7, 1972

*any you must be with*

*RH*

MEMORANDUM FOR ~~BRUCE KEHRLT~~

Attached is the article that has been prepared describing how the White House has been opened up during the Nixon Administration to Americans from all walks of life. After Mr. Haldeman approves it we would like to have it signed by Lucy Winchester and then distributed as an op ed piece to newspapers around the country. Also, it will be used in Monday and widely distributed to surrogates, and others.

*Directly*

W. Richard Howard

*This is also a terrible point & is an utter disgrace.*

POOR PEOPLE AT THE WHITE HOUSE

R. Sargent Shriver, Vice-Presidential candidate and sometime comedian, made a statement recently to the effect that if Senator McGovern were elected President he would invite poor people to the White House. The obvious implication in his statement is that poor people are presently excluded from the President's home, and that President and Mrs. Nixon have not entertained our less fortunate citizens.

Well, like so many of Mr. Shriver's campaign statements, his poor people remark is as inaccurate as it is unfair to President and Mrs. Nixon. Not only have the Nixons opened the White House to rich and poor alike, but they have entertained a wider variety of less fortunate Americans -- the poor, the handicapped, and the elderly -- than any First Family in recent history.

*Not true* No holiday passes without an event hosted by the President or a member of his family on behalf of ordinary citizens. Poor children from local orphanages, disabled servicemen, older shut-ins from local nursing homes and many others have enjoyed the hospitality of the Nixons, and no amount of misinformation from Mr. Shriver can baffle the record.

Not only has the First Family opened their home to little people from all walks and stations of life, but they have done much

more. For example, Mrs. Nixon recently initiated a special recording for the visually and physically handicapped, entitled The White House, A Special Tour. The recording will make a tour of the White House available to many who may never have an opportunity to visit the Executive Mansion personally.

Mrs. Nixon personally prepared the script for the recording and designed the album jacket. It will be available at the Library of Congress for distribution throughout the United States to handicapped citizens unable to use conventional reading materials.

This kind of personal involvement and concern for America's less fortunate has always been an important part of the Nixon Presidency, notwithstanding ~~Mr. Shriver's~~ allegations to the contrary.

Here's a list of some typical examples of the many less fortunate visitors who have been invited to the White House by the Nixons:

October, 1969, Tricia Nixon Cox gave a Halloween Party for 250 Washington, D. C. school children in cooperation with the Widening Horizons Program of the Urban Service Corps., of which Mrs. Cox is a volunteer.

November, 1969, The President and Mrs. Nixon held a Thanksgiving dinner for 232 senior citizens. The dinner was the largest sit-down affair held to date. Guests came from 18 homes in the District of Columbia.

May, 1970, Tricia Nixon Cox held a concert for 2,000 youngsters selected by the D. C. School Board, including approx. 800 handicapped children and 800 elementary school children from schools which are eligible for Title I funds. Also attending were some students from the Washington Community School of music, some of whom are scholarship students from the ghetto areas.

November, 1970, The President and Mrs. Nixon invited approx. 100 servicemen and women who were not able to be with their families to Thanksgiving dinner at the White House. Patients from Walter Reed, National Naval Hospital, and Malcolm Grow Hospital were invited.

June, 1971, Mrs. Nixon sponsored the kick-off cruise for the summer, on the Sequoia for ambulatory patients from Children's Hospital. This cruise was the first in a series for varying deserving youth groups in the Washington area and across the country. They took place on an average of two per week during July and August.

October, 1971, Mrs. Nixon hosted a White House Halloween party for students from the C. Melvin Sharpe Health School and patients from the Hospital for Sick Children.

December, 1971, Mrs. Nixon and Julie Nixon Eisenhower conducted a Special tour for the children from the Foundation for the Junior Blind from Los Angeles.

March, 1972, Julie Nixon Eisenhower met with the Jacksonville, Illinois School for the Deaf.

May, 1972, Veterans cruises on the Sequoia were held every Thursday starting in May and ending in September. Tricia Nixon Cox sponsored and hosted the kick-off cruise. The veterans are from the various military hospitals in the area.

June, 1972, Tricia Nixon Cox conducted a special White House tour to winners of the 1972 Scholastic Achievement Awards for the Recording for the Blind, Inc.

October 9, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: L. HIGBY

John Ehrlichman called requesting some guidance on what he is to do at tomorrow's Leadership/Cabinet Breakfast.

John will be calling back at 5:30 p. m. to see if the President has offered you any tips on what he wants done.

Alex Butterfield indicates that MacGregor and Ehrlichman are going to simply stand up in front of the group and review each state. MacGregor is to do this from a political standpoint, while John will do it from an issue standpoint.

Do you have any additional guidance to offer them? If not, I will simply transfer the call to Alex Butterfield.

Transfer call \_\_\_\_\_ I'll take call \_\_\_\_\_

Other \_\_\_\_\_

LH:kb

October 9, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: L. HIGBY  
SUBJECT: Get Out the Vote Telegrams

Per your request that I have Ray Price redo the "Get out the vote" telegrams, I forwarded them over to him on Saturday for reworking.

Unbeknown to me, as a result of your Thursday meeting with Clark MacGregor and the President, Clark understood it to be his responsibility to get Price to redo the telegrams, and then once they were redone, be sent out.

As a result, Magruder got the revised telegrams from Price on Friday evening and proceeded to have them printed over the weekend.

Attached at Tab A are the redone telegrams by Price. At Tab B are the originals that you wanted changed.

Magruder is currently estimating what will be involved in reprinting these telegrams should you want them to be redone again.

Approve revised Price telegrams \_\_\_\_\_

No, they should be redone as indicated \_\_\_\_\_

LH:kb

October 7, 1972

MEMORANDUM FOR H. R. HALDEMAN

FROM : L. HIGBY

Tod Hullin called me to report that John has requested that Ed Harper receive all the head to head data, that he needs this data as part of the briefing they are putting together for the Leadership Meeting next week on Tuesday.

Should he receive the data?

Yes  No

LH:pm

October 7, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

L. HIGBY

Tod Hullin called me to report that John has requested that Ed Harper receive all the head to head trial heat data, that he needs this data as part of the briefing they are putting together for the Congressional Leadership and Cabinet Meeting on Tuesday, October 10 at 8 a.m. MacGregor and Ehrlichman are both to brief on the issues and political situation.

You have previously indicated that only MacGregor, Magruder, and Malek are to receive the exact trial heat figures by state.

Should Ed Harper receive this trial heat data?

\_\_\_\_\_ Yes

\_\_\_\_\_ No

LH/pm/GS/jb

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 Connally 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 Connally 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 subsidizing 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

October 5, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: L. HIGBY

You asked me the number of people we would be polling in each state on the rolling wave polls. In the large states like New York, California, and Illinois, Teeter is insisting on a 500 sample. In the smaller states like Maryland, perhaps even New Jersey, he is holding the sample to 400.

LH:kb

October 5, 1972

CONFIDENTIAL/EYES ONLY

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: L. HIGBY  
SUBJECT: Attack

There has been a definite change in our attack pattern over the past week, something that may be calculated but something I would suggest you want to reconsider. Namely, we are no longer on the attack. McGovern has done, at least during most of this week, exactly what earlier memos from the President warned you shouldn't take place. Namely, he shifted the ground from his issues to our issues. He's turned the battle so that the Vice President and Romney and other surrogates have spent the week answering McGovern's charges rather than attacking him.

For example, in today's News Summary, though the Vice President makes a strong attack, hitting McGovern for gutter politics, he fails to point out those specific proven issues that all our polling indicates McGovern is terribly weak on.

Yesterday, the Vice President spent his time answering McGovern's charges on crime and on permissiveness. But McGovern had already charged us with permissiveness when we should be charging him and pointing to the holes in his program, or nonexistent programs to take care of crime problems.

I may be wrong, but I understood that this week was supposed to be our week of hitting McGovern for his defense policies, but very little, if anything about his defense policies has made the news during the last four days.

RECOMMENATION:

I think you need to talk to Colson and Buchanan and get them back on the attack. Get the Vice President talking about McGovern's policies on Amnesty, abortion, defense, the thousand dollars, and marijuana. Apparently the networks have made the basic decision that they are going to give us equal or at least somewhat equal time every night. Let's use it to blast McGovern and get him answering us again, rather than the present posture that now exists.

LH:kb

October 5, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: L. HIGBY

You asked me who gets the information on the rolling wave polls at 1701. They are as follows:

1. MacGregor
2. Magruder
3. Malek
4. Mitchell

Also Mitchell gives any information he has to Bixby per our previous arrangement with him.

LH:kb

October 2, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: L. HIGBY  
SUBJECT: Rita Hauser Report

FYI --

A copy of the NEW YORK TIMES report of the interview with Rita Hauser has been sent to John Mitchell already from Jeb Magruder. Do you want an additional copy sent from you?

LH:kb

October 2, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: L. HIGBY  
SUBJECT: State Telephone Polls  
for Massachusetts, West  
Virginia, and Washington

Tom Benham of ORC says that his company could do the state polls for the three above mentioned states at a total cost of seventy-five hundred dollars. This would be for four-hundred interviews in each state. The delivery schedule would be as follows:

Massachusetts -- Wednesday afternoon

West Virginia -- Thursday afternoon

Washington State -- Friday afternoon

Benham emphasized that the schedule could only be kept if we were serious about doing just a trial heat poll. He indicates we could do a five-minute interview which would mean a maximum, in his mind, of six questions plus the standard demographics.

Questionnaire is attached for your consideration. Let me know if you want to go with this. We need to give Benham the final okay by 3:00 p.m. today to make the above outlined schedule.

Attachment

LH:kb

Only registered voters  
400 interviews

WASHINGTON, WEST VIRGINIA, MASSACHUSETTS

1. If the 1972 Presidential election were being held today, would you vote for Richard Nixon the Republican candidate or George McGovern, the Democratic candidate?

(If neither, or undecided on question #1 ask question #2.)

(If a candidate is named go on to question #3.)

2. Would you say that you lean more toward Richard Nixon or more toward George McGovern?

(Those people who said Nixon or McGovern on question #1 as well as those who say Nixon or McGovern on question #2 are directed to go to question #3, all others to question .)

3. Have you definitely made up your mind which candidate you would prefer for President or is there some possibility that you will change your mind during the campaign?

4. Do you approve or disapprove of the way Richard Nixon is handling his job as President?

5. As you know, the United States has recently concluded an agreement to sell four-hundred million bushels of wheat to the Soviet Union over the next three years. Regarding this sale the charge has been made that some big grain exporters had advanced inside information from government sources that was not available to farmers. This allegedly allowed the exporters to make a profit at the farmers' interest. Do you think this charge is true or false?

6. If it is proven that advance inside information was leaked to big grain exporters, do you think this will make you less likely to vote for President Nixon or won't it have any effect on your vote?

October 31, 1972

MEMORANDUM FOR: BRUCE KEHRLI

FROM: L. HIGBY

Please make sure the election night plan, together with charts, reporting charts, etc., is in today.

LH:kb

October 20, 1972

MEMORANDUM FOR:        BRUCE KEHRLI  
FROM:                      L. HIGBY

We should start the next batch of political phone calls now. The President is going through these rather quickly and we need to have another batch on hand at all times.

LH:kb

October 17, 1972

MEMORANDUM FOR: BRUCE KEHRLI

FROM: L. HIGBY

Bob asked to see the plan for election eve. In it we should be sure to include who is to be where, how we get everybody over to the hotel, etc.

LH:kb

**ACTION MEMO**

**We need a plan for election eve as to who is to be where, how  
we get everybody over to the hotel, etc.**

**HRH:pm**

**10/17/72**

881  
October 12, 1972

MEMORANDUM FOR:                   BRUCE KEHRLI  
FROM:                               L. HIGBY

We need to set up a phone call program for Ed Nixon and Tricia at the President's request so that they are making political calls around the country on behalf of their brother and father.

What we should do here, however, is not submit to them a separate page, but maybe a list of ten or fifteen phone calls (without the phone call numbers on the list) that simply states the persons name, where they are from, and gives a one-line identification of them. For example, for the "hardest working person in headquarters", or "labor man who is distributing bumper stickers saying \_\_\_\_\_ for us"-- like what was in today's News Summary. Then you could attach the bumper sticker or other appropriate backup material for call.

The idea is to work out a format so it is easy for them to make the calls, not so that they have pages and pages of material.

Obviously someone will have to talk to Ed Nixon on this and someone else, probably Bill Codus, should talk to Tricia.

Before anything is done, however, Bob wants a format worked up for this, along with twenty suggested calls and he wants to see the first group before they go over.

cc: Alexander P. Butterfield

LH:kb

211  
October 4, 1972

MEMORANDUM FOR: BRUCE KEHRLI  
FROM: L. HIGBY

The attached book should be kept updated between now and the election for use after the election.

Also, using the material that is now available in it, have somebody see if they can write a column that would be suitable to put out between now and the election.

Do not -- repeat -- do not have anybody put the column out. Simply have them draft one and sent over here for review for possible use.

You may want to have Gordon raise this at the strategy meeting since the idea of putting out a column making any of the newspaper people look silly between now and the election is probably not a worthy exercise, but it at least should be considered.

Attachment

LH:kb  
211

October 2, 1972

MEMORANDUM FOR: BRUCE KEHRLI

FROM: L. HIGBY

When are we getting the next set of newspaper endorsement updates?

LH:kb

THE WHITE HOUSE

WASHINGTON

October 2, 1972

MEMORANDUM FOR: BRUCE KEHRLI

FROM: L. HIGBY

When are we getting the next set of newspaper endorsement updates?

921  
October 2, 1972

MEMORANDUM FOR: BRUCE KEHRLI  
FROM: L. HIGBY  
SUBJECT: Telephone Call Program

Will you please take charge as the central point in putting together a telephone call program for the President. He wants it done on a different basis than we've done before. Not just a bunch of labor leaders from Colson.

He wants, for instance, some of the chairmen around the country who it would be good to call -- not just so they can complain, but so he can charge them up. You'll have to work closely with Malek and MacGregor on this.

He also still wants to call some Democrats, also some surrogates who have done a particularly good job. No old friends should be included, just good political calls.

He does not want a big book but he wants it set up on priorities and not the same old names. Some of these calls could have the same effect as a visit to a headquarters. For example, he could call the hardest working woman in the headquarters. He wants to call all the major cities in the south and hit key people there.

Please make up a plan and get something in on this. Don't just leave it to Colson although you should work with him. Please have something on this by Wednesday at 12:00 noon.

LH:kb

cc: Pattenfield (sent 10/4 per Kathy)

October 18, 1972

MEMORANDUM FOR: FRED MALEK  
FROM: L. HIGBY

We should make sure that the Democrats For Nixon State  
Chairman in Ohio is actively involved. He is a strong  
supporter and Polish.

LH:kb

OVERNIGHT RATINGS ESTIMATES

		<u>L. A.</u>	<u>N. Y.</u>	<u>Nationwide</u>
10/20	Connally	5 stations-21.0	5 stations-30.5	2 Network Ratings- 16.1
10/25	McGovern	3 stations-16.5	5 stations-25	1 Net 7.1*

\*Very inaccurate because he only went 1 Network nationwide.

NOTE: Bob -- These are the best figures available. Complete breakdown on Connally is not yet available. Markets varied substantially.

LH:kb

PEI

October 7, 1972

MEMORANDUM FOR :

RAY PRICE

FROM :

L. HIGBY

SUBJECT :

Get Out The Vote Telegrams

Bob asked that you redo the attached proposed Get Out The Vote Telegrams for the President's signature. Bob feels strongly that they should not take the emphasis of "what he - the President wants", but rather emphasize what we want - what he will do for the people.

Please get these back in by Monday noon if possible.

LH:

THE WHITE HOUSE

WASHINGTON

October 7, 1972

MEMORANDUM FOR : RAY PRICE  
FROM : L. HIGBY  
SUBJECT : Get Out The Vote Telegrams

Bob asked that you redo the attached proposed Get Out The Vote Telegrams for the President's signature. Bob feels strongly that they should not take the emphasis of "what he - the President wants", but rather emphasize what we want - what he will do for the people.

Please get these back in by Monday noon if possible.

Attachment

Committee for the Re-election of the President

MEMORANDUM

October 5, 1972

CONFIDENTIAL

*Copy for  
HRH*

MEMORANDUM FOR: MR. CLARK MAC GREGOR

THROUGH: MR. JEB S. MAGRUDER

FROM: L. ROBERT MORGAN

SUBJECT: "Get Out the Vote" Telegrams -- Signers

"Get Out the Vote" telegrams are now scheduled to go to 5,171,000 Republicans with delivery on November 2 in California, Connecticut, Maryland, New Jersey, Ohio and Pennsylvania. An additional 3,000,000 are scheduled to go to non-Republicans in these states plus non-party identified voters for the President in Texas, Illinois and Michigan. All non-Republicans who get telegrams are voters who were identified as for the President through the Canvass/Telephone Programs.

As a review, we have received approval to send the telegram out by state as follows:

SIGNERS

<u>STATE</u>	<u>REPUBLICANS/ INDEPENDENTS</u>	<u>DEMOCRATS</u>	<u>NO PARTY IDENTIFICATION</u>
CALIFORNIA	Clark MacGregor	John Connally	
CONNECTICUT	Clark MacGregor	John Connally	
ILLINOIS			Clark MacGregor
MARYLAND	Clark MacGregor	John Connally	
MICHIGAN			Governor Milliken
NEW JERSEY	Clark MacGregor	John Connally	
OHIO	Clark MacGregor	John Connally	
PENNSYLVANIA	Clark MacGregor	John Connally	

SIGNERS

<u>STATE</u>	<u>REPUBLICANS/ INDEPENDENTS</u>	<u>DEMOCRATS</u>	<u>NO PARTY IDENTIFICATION</u>
TEXAS			Clark MacGregor

The above signers, we believe, would cause us the least amount of divisive feeling in the states -- considering that these voters simply need a reminder to vote.

The most effective individual to sign all of these telegrams would be President Nixon. He has the greatest recognition, this name will get the most attention, and it is easily the most powerful and exciting name in the world. He has the Party and country pulling together in one direction. Any other signer is a compromise.

The copy approach is subtle, yet it touches on the major issues and quietly stresses the importance of their vote. Slightly different copy is suggested for known Republicans versus all others.

The suggested copy for known Republicans is attached as TAB A. The copy for non-Republicans is attached as TAB B.

We need a firm decision on these recommendations by the close of business, October 6, in order to have delivery on November 2 for the program.

RECOMMENDATION:

That you approve having President Nixon's name on the "Get Out the Vote" telegram as the signer.

APPROVE \_\_\_\_\_ DISAPPROVE \_\_\_\_\_ COMMENTS \_\_\_\_\_

RECOMMENDATION:

That you approve the copy for the telegram going to Republicans with President Nixon's name as the signer. (TAB A).

APPROVE \_\_\_\_\_ DISAPPROVE \_\_\_\_\_ COMMENTS \_\_\_\_\_

CONFIDENTIAL

- 3 -

RECOMMENDATION:

That you approve the copy for the non-Republican telegram with President Nixon's name as the signer. (TAB B).

APPROVE \_\_\_\_\_ DISAPPROVE \_\_\_\_\_ COMMENTS \_\_\_\_\_

October 2, 1972

MEMORANDUM FOR: RAY PRICE

FROM: L. HIGBY

At Bob's request, I compared the two versions of the Connally speech, i. e., the one delivered by Connally and the one done by Bakshian.

They really are substantially different -- not so much in thrust as in writing in the exact words used.

That was what Bob was trying to point out in his memo to you.

LH:kb