

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	14	3/14/1973	<input type="checkbox"/>	Campaign	Memo	From Bill Baroody, Jr. to Haldeman RE: conflict over Goodling's Pennsylvania Congressional seat. 1 pg.
10	14	3/13/1973	<input type="checkbox"/>	Campaign	Memo	From Higby to Bill Baroody RE: the political views of American homeowners. 1 pg.
10	14	3/8/1973	<input type="checkbox"/>	Campaign	Memo	From George Bush, via Haldeman, to RN RE: the role of home ownership in political campaigns. 2 pgs.
10	14	3/13/1973	<input type="checkbox"/>	Domestic Policy	Memo	From Higby to Baroody RE: potential television spots. 1 pg.

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10	14	3/6/1973	<input type="checkbox"/>	Personal	Letter	From Higby to Joy Burgess RE: reimbursement for courts that Higby had reserved, but had been unavailable to him, at the McLean Indoor Tennis Club. 1 pg.

THE WHITE HOUSE  
WASHINGTON  
March 14, 1973

*Bell*  
*letter to*  
*Bush*  
*fast*

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: H.R. HALDEMAN  
FROM: BILL BAROODY, JR. (B)

Following a conversation I had late last week with Dick Scaife about the problems that exist between Harry Dent and Hugh Scott over the Martin Hamburger-David Eisenhower "conflict" over Goodling's Congressional seat in Pennsylvania, I talked today to the State Chairman of Pennsylvania, Cliff Jones. After insisting that he was only interested in smoothing over relations among Republicans, he expressed concern over the negative relations he perceives between the White House and Senator Scott and between Harry Dent and Senator Scott. He indicated he had talked to George Bush and that Bush was working on a meeting between Harry and Hugh to straighten out those problems.

According to Jones, the key problem that is bothering Scott, is the fact that he was not notified or consulted prior to the initial feelers on David Eisenhower's running for Goodling's seat. According to Jones, something is moving on David again and he thinks it's imperative that David get to Hugh Scott fast.

March 13, 1973

MEMORANDUM FOR:

BILL BAROODY

FROM:

L. HIGBY

Bob wanted me to send you the attached. He thought it was particularly important that you note the fact that homeowners tend to take a much more conservative view on public issues than people that rent. In this regard, whenever possible, we should direct our attention to items that will appeal to homeowners who of course make up about 70% of the Nation's electorate. Politically, of course, we need to make sure that our candidates have the good sense to make their appeals in exactly the same direction. For example, rather than having blanket mailings, we should mail specifically to homeowners and hit the issues that appeal particularly to them.

Attachment

LH/pp



Republican  
National  
Committee.

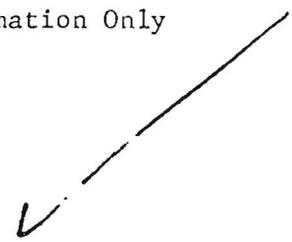
March 8, 1973

~~THE PRESIDENT HAS BEEN...~~

Information Only

George Bush, Chairman

FOR: THE PRESIDENT  
 VIA: H. R. HALDEMAN  
 FROM: GEORGE BUSH  
 SUBJECT: Recent Cambridge Opinion Studies Data



Using highly complex computer technologies, a broad sample, and personal interviews (45 minutes minimum), Cambridge had been trying to find out what element has the largest single influence on influencing support for or away from any candidate.

The element that heads all others is Home Ownership.

A man's views on things are all changed once he is a homeowner. (Busing, environment, taxes, police - all relate to homeownership.)

Use of this Data

If a candidate needs a coalition crossing party lines or liberal vs. conservative views - he should look to homeownership.

For example: In Queens, homeowners in little "row houses" had a different viewpoint on many issues from the renter next door in an identical house.

"Homeownership" cuts across race, across rural-urban, across party, across economic lines.

I asked Tully Plesser for examples of other such elements. He cited as a poor second, "Household with teenage children." This is a strong element crossing party, etc., but not close to homeownership.

Miscellaneous

This firm has done some New York Polling:

On job approval:	Javits	76%
	Buckley	49%

Even in Westchester, Javits is very high -- Buckley stays at 49%.

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In Connecticut - Weicker has much higher favorables than Buckley down in N. Y. The pollster feels this is because Buckley has not latched onto an issue or issues in the public's mind.

March 13, 1973

EYES ONLY

MEMORANDUM FOR:

BILL BAROODY

FROM:

L. HIGBY

On the battle of the budget, where we are playing against the compassion theme, what about some television spots such as our negative spots in the fall campaign. This might really stun some of our enemies. We could say that the reason we were running them was because we were not getting a fair shake from our viewpoint on the networks. For example, we could get the hard-hat who was eating his sandwich on the boom who was going to have to pay for McGovern's welfare program and bring him back.

This would be a great idea for your committee. TV spots are worth a thousand times any newspaper ad.

*BCC: Pat Buchanan*

LH/pp

305  
March 6, 1973

Dear Mrs. Burgess:

This is to confirm the conversation you had with my secretary regarding a refund for the two month period that the tennis courts were not available to us but for which we had made payment. You indicated that there were a total number of ten Monday nights for which we should receive reimbursement. At the rate of \$13.00 per hour for two hours each Monday evening, it is my understanding that we should receive reimbursement in the amount of \$260.00.

I believe that there was some discussion at one time about the possibility of our taking some alternate court time. This would not be satisfactory. The reason we chose Monday evening was because it was one of the few times we could usually count on being in town.

We find the courts and the facilities to be superb and look forward to playing again in the Fall.

Best wishes,

Sincerely,

Lawrence M. Higby

Mrs. Joy Burgess  
McLean Indoor Tennis Club  
1472 Old Chain Bridge Road  
McLean, Virginia 22101

LH/pp

cc: Chron  
Personal