

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	21	3/26/1973	<input type="checkbox"/>	White House Staff	Other Document	Draft of a memo suggesting how to handle the database created for he 1972 election. 4 pgs.
10	21	3/27/1973	<input type="checkbox"/>	Personal	Memo	From Higby to Terry O'Donnell RE: obtaining a sailboat for Haldeman and seeing whether or not he could pay sales tax in California. 1 pg.
10	21	3/27/1973	<input type="checkbox"/>	Personal	Memo	From Higby to Terry O'Donnell RE: obtaining a sailboat for Haldeman and seeing whether or not he could pay sales tax in California. 1 pg.
10	21	3/13/1973	<input type="checkbox"/>	Personal	Letter	From Higby to Mrs. John Brown RE: a misplaced item. 1 pg.

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10	21		<input checked="" type="checkbox"/>	Personal	Memo	From unknown to Higby laying out an itinerary for the latter to follow on his St. Johns trip. 1 pg.
10	21	3/13/1973	<input type="checkbox"/>	Personal	Letter	From Higby to E. Pendelton James congratulating the latter on his new job. 1 pg.
10	21	3/13/1973	<input type="checkbox"/>	Personal	Letter	From Higby to Nick Ruwe apologizing for not being able to attend a party. 1 pg.
10	21	3/12/1973	<input type="checkbox"/>	White House Staff	Memo	From Higby to Haldeman RE: an explanation for needing to be late to work one day. 1 pg.
10	21	3/3/1973	<input type="checkbox"/>	Personal	Letter	From Higby to Francis Custis RE: thanks for a doll for Jenifer Higby and a token of the Higby family's appreciation. 1 pg.

March 26, 1973

SUBJECT: The Future of the Data Base

We have come down to two practical alternatives on the future of the computerized list of registered voters and associated software (the data base) from the 1972 campaign.

The essence of the problem is whether the President wishes to retain control of the data base or whether he is willing to make it freely available to all Republican candidates for any office. Specifically, it can be a powerful tool in the selection of his successor in 1976. Its importance in a contested primary campaign must not be underestimated.

For example, in the New Hampshire Presidential primary in 1972, the results were approximately as follows:

Nixon	69%
McCloskey	21%
Ashbrook	10%

The Nixon Campaign, using an early version of the data base, had systematically contacted every Republican household by telephone, sent two pieces of mail, including a get-out-the-vote telegram-letter, and had called many on Election Day. If either of the other two candidates had done all that, and the President had not, his vote might have been substantially lower than it was. The result could have been a more prolonged series of contested primaries which might have eroded the President's political stature for the fall campaign.

The effect becomes even more pronounced when there is no incumbent running for the nomination. A graphic illustration is McGovern, who had no business winning the Democratic nomination in 1972. He defeated the other, better-known candidates largely on the strength of his grass-roots campaign, centered around a data base. It is fair to say that, if several Republican candidates contest the Spring primaries in 1976, the one with the data base will have a distinct advantage.

Proposed Alternatives for Operation of the Data Base:

Alternative 1-

- o Establish separate entity (corporation or trust) to house the data base.
- o The manager of the data base would also be part of the RNC staff, in their data processing department.
- o Decisions on which requests for use of the data base would be made by someone, outside of the RNC, acting in the President's interest.

Discussion

This alternative retains Presidential control for 1976. By keeping the data base independent of the RNC, the Chairman is not placed in a position where he has to honor all requests and make the total system (computer tapes and programming) available to anyone who requests it. At the same time, by the presence of the manager in the RNC, the data base can be readily used in conjunction with Republican campaigns whenever the President so desires.

For example, the decision might be made to allow the Chairman of the RNC to make copies of the voter lists and mailing labels available to anyone in 1974. Up to a point, the information could even be made available in computer tape form, although the distribution of the system software (programming) is not recommended. Then, after 1974, the President could once again assume control for 1976. Any list becomes out dated by about 20% per year, so that 1974 lists would only be marginally useful in 1976 unless substantial investment were made to keep it up. An obvious disadvantage of Alternative 1 is that it will, to some degree, alienate party leaders.

#### Alternative 2

- o Turn the data base over to the RNC.
- o Assure that a manager capable of using the system is placed on the RNC staff.

#### Discussion

The President would be donating the data base to the Republican party. He could assure that adequate resources are applied to maintaining it for 1974 and 1976. The RNC Chairman would have complete discretion to make it available to all candidates and all state parties. Undoubtedly, the systems and software would also soon be disseminated. Most of the 1976 candidates for the Presidential nomination would be sure to obtain it.

#### RECOMMENDATIONS

1. On the assumption that the President desires to retain an ability to influence the choice of his successor in 1976, Alternative 1

is recommended

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_ Comment \_\_\_\_\_

2. Whichever alternative is chosen, it is important to assure the presence of a competent manager of the data base. It is recommended that Jim White be selected for that position and that arrangements be made with Chairman Bush to place him on the RNC staff immediately.

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_ Comment \_\_\_\_\_

March 27, 1973

MEMORANDUM FOR:

TERRY O'DONNELL

FROM:

L. HIGBY

Haldeman is interested in getting a Sunfish (it's a very small sailboat) made by Alcort, a Division of AMF Company. He wants to buy it before he goes out to California this summer. You should probably be looking into it for him or have George do it.

The other item is the question of whether or not it would be possible for him to start paying state income tax in California. The difference in price or the amount of money he would have to pay is almost 50%. Please look into it and advise him. Thanks.

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March 27, 1973

MEMORANDUM FOR:

TERRY O'DONNELL

FROM:

L. HIGBY

Haldeman is interested in getting a Sunfish (it's a very small sail boat) made by Alcord a division of AMF Company. He wants to buy it before he goes out to California this summer. You should probably be looking into it for him or have George do it.

The other item is the question of whether or not it would be possible for him to start paying state income tax in California. The difference in price or the amount of money he would have to pay is almost 50%. This is something that should be looked into for him and advise him on.

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March 13, 1973

Dear Jo:

Jenifer's slight of hand misplaced this during the trip  
back. Hope to see you soon.

Sincerely,

Lawrence M. Higby  
Deputy Assistant  
to the President

Mrs. John Brown  
2360 Collins Road  
Pittsburgh, Pennsylvania 15325

Enclosure

Larry,

Below are some tentative arrangements that I've made re your trip to St. Johns.

SATURDAY, APRIL 14

DEPART: WNA 9:45 a.m. FLIGHT: Delta No. 205 (coach class)  
ARRIVE: Miami 1:35 p.m.

DEPART: Miami 2:30 p.m. FLIGHT: Pan Am No. 551  
ARRIVE: San Juan 5:45 p.m.

DEPART: San Juan 6:55 p.m. FLIGHT: Airindies No. 180  
ARRIVE: St.Thos. 7:10 p.m.

You will be met in St. Thomas by a Ranger and he will arrange transportation fr St. Thomas to St. Johns. A jeep has been reserved for your use during your visit there. They will also take care of transportation fr St. Johns back to St. Thomas.

SUNDAY, April 22

DEPART: St. Thos. 1:45 p.m. FLIGHT: Airindies No. 145  
ARRIVE: San Juan 2:15 p.m.

DEPART: San Juan 3:15 p.m. FLIGHT: Pan Am 552  
ARRIVE: Miami 4:45 p.m.

DEPART: Miami 6:30 p.m. FLIGHT: Delta No. 220  
ARRIVE: WNA 8:33 p.m.

Everything has been confirmed (availability-wise) except for the Airindies Flights .... it will be two days before we can get confirmation on this. (Reservations are made for four people)

March 13, 1973

Dear Pen:

I was pleased to see the announcement that you have joined Russell Reynolds Associates, Inc. You did an outstanding job while you were here at the White House and I know that you will continue to do so in your new job. Reynolds has gotten a good man.

Best of luck and best wishes in this endeavor.

Sincerely,

Lawrence M. Higby  
Deputy Assistant  
to the President

E. Pendelton James  
President Western Operations  
Russell Reynolds Associates, Inc.  
515 South Flower Street  
Los Angeles, California 90071

LH/pp

March 13, 1973

Dear Nick:

I'm sorry I didn't make it to your party Wednesday evening. Unfortunately, things got really busy around here late that afternoon and I was unable to break away. I appreciate your thinking of inviting Dolores and me.

Best wishes,

Sincerely,

Lawrence M. Higby  
Deputy Assistant  
to the President

Mr. Nick Ruwe  
2734 34th Place, N.W.  
Washington, D. C. 20007

LH/pp

NJ

March 12, 1973

MEMORANDUM FOR: H. R. HALDEMAN

FROM: L. HIGBY

FYI - I will be in late Thursday morning. I need to go out and get my Maryland State Operator's license in order to drive.

LH/pp

*[Faint vertical text, possibly bleed-through]*

*[Faint vertical text, possibly bleed-through]*

*[Faint handwritten mark]*

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March 3, 1973

Dear Mrs. Custis:

My daughter Jenifer very much appreciates her new Raggedy Ann doll and my wife Dolores and I want to thank you very much for making it for her.

Patty had told me how talented you were and after seeing the doll, I can't help but agree.

I have enclosed a little something I thought you might like to have.

Best wishes,

Sincerely,

Lawrence M. Higby  
Deputy Assistant  
to the President

Mrs. Francis Custis  
2212 Culpaper Street  
Arlington, Virginia 22206

LH/pp

Handwritten notes on the right margin, including a vertical line and some illegible scribbles.