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<td>From Gordon Strachan to Jeb Magruder. RE: The attached article concerning the Democrat's use of a computer in the 1972 election. 3 pgs.</td>
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<td>From Gordon Strachan to Jeb Magruder. RE: The GOP Leadership Conference, March 1-4. 1 pg.</td>
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<td>Domestic Policy</td>
<td>Memo</td>
<td>From Rose Mary Woods to Haldeman. RE: Ralph Bunje's plan to help raise support for Nixon in California by reminding citizens what the President has accomplished on behalf of the state. 1 pg.</td>
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<td>From Gordon Strachan to Jeb Magruder. RE: The Youth Meeting in Chicago, and the emphasis on registering new voters that can contribute to Nixon's re-election in 1972. 1 pg.</td>
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<td>From Gordon Strachan to William F. McDonough. RE: Mr. McDonough's thoughts concerning the Nixon Administration. 1 pg.</td>
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<td>Memo</td>
<td>From Bruce Kehrl to Gordon Strachan. RE: Message that reads, &quot;Can you handle the attached?&quot; 1 pg.</td>
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<td>Letter</td>
<td>From William McDonough to Haldeman. RE: Mr. McDonough's decision to not participate in the 1972 fundraising campaign for the President's re-election.</td>
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<td>Letter</td>
<td>From Richard Nixon to William McDonough. RE: Nixon's discussion of his run for Governor of California in 1962, and his appreciation for Mr. McDonough's continued support. 1 pg.</td>
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<td>From William McDonough to Robert J. Dole. RE: Mr. McDonough's refusal to contribute the Nixon's campaign for re-election in 1972, due to feelings of betrayal for those in the U.S. postal service. 2 pgs.</td>
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<td>Addressed envelop to Haldeman from an unknown sender. 1 pg.</td>
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<td>From G. Allan Walker, Jr. to Gordon Strachan. RE: Mr. Walker's argument that his pin design for the upcoming Presidential election in 1972 would serve as a means of establishing an &quot;identity&quot; for Nixon. 1 pg.</td>
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December 10, 1971

MEMORANDUM FOR: JEB MAGRUDER
FROM: GORDON STRACHAN
SUBJECT: Democratic Computer

I know you and Bob Marik will find the attached article on the Democrat's use of a computer in '72 very interesting. It might be very interesting to know whether our capability is identical or better or if different, why.

GS:dg

Follow-up one week
The diplomat said. 

You may even receive a letter addressed to you by name, "requiring if you need any assistance, such as a baby-sitter or a ride to the polls," and identifying the precise location of your polling place. The signature of the candidate will look very real, just as the computer's.

If you are a Democrat living in one of 30 states, there is

Computer continued on page 15A

\begin{center}
\textbf{Democrats use computer in '72 vote drive}
\end{center}

One day next year, the computer will know your telephone to ring and a volunteer will ask how well-or whether-you are voting in the Democratic primaries.

You may even receive a letter, addressed to you by name, "requiring if you need any assistance, such as a baby-sitter or a ride to the polls," and identifying the precise location of your polling place. The signature of the candidate will look very real, just as the computer's.

If you are a Democrat living in one of 30 states, there is

Computer continued on page 15A

\begin{center}
\textbf{Features}
\end{center}

Santa Claus and other gift-givers put some pointers this week in the Toddman's expanded photo booth. The usual Christmas booth items include discussions of "predictable" topics, such as 1971's biggest hits, and a companion of trivia books for the man who has everything, Pages 16-17.

The survey of school districts serving Oklahoma, Mira, and the Mille Lacs Indian Reservation has resulted in integration through busing. Page 18.

\begin{center}
\textbf{Business}
\end{center}

Prices of local over-the-counter stocks soared last week on heavy volume. But brokers were divided on whether the upward trend will continue. Page 12C.
COMPUTER: Votes sought among poor, old

CONTINUED FROM PAGE 1A

... to be more than a few percent. In fact, the polls show that the Sanders campaign has little chance of succeeding in the Republican Party's at large election, but the Sanders campaign may be able to win in key precincts in key states.

In Minnesota, the debate over the Sanders campaign's strategy has been intense. Sanders supporters argue that the campaign is necessary to challenge the Democratic Party's establishment and to offer a more progressive alternative to the Republicans. Opponents argue that the campaign is a waste of time and resources and that it is unlikely to win any votes.

The debate has also been driven by the Sanders campaign's success in winning over poor and elderly voters. Sanders has been particularly successful in winning over older voters, who make up a significant portion of the Democratic Party's base. Sanders' success in this demographic has been attributed to his emphasis on social issues such as Medicare for All and free college tuition.

In the final analysis, the Sanders campaign's strategy will depend on its ability to win over these crucial voting blocs. If the campaign is able to do so, it may be able to shift the Democratic Party's direction and offer a more progressive alternative to the Republicans. If not, it may be doomed to failure.

Taft who, for instance, Minnesota's presidential campaign aimed at "the demoralized" voters in the state, more effective, received 150,000 of their total 200,000 votes and studied the issue of their campaign's candidates' names and the way they were presented to voters.
December 10, 1971

MEMORANDUM FOR:   JEB NAGRUDER
FROM:               GORDON STRACHAN
SUBJECT:            GOP Leadership Conference, March 1 - 4

Pursuant to our telephone conversation I am enclosing the memorandum and mock-up bulletin for the Republican National Leadership Conference that Lyn Nofsiger asked me to consider.

Would you please have this suggestion correctly staffed within your campaign organization and resubmitted to the Attorney General and Bob for approval.

GS:dg

Follow-up one week
December 9, 1971

Mr. Gordon Strachan
The White House

Dear Mr. Strachan:

Enclosed is a rough of the proposed flyer for the 1972 National Leadership Conference, March 1 - 4, as approved by Anne Armstrong.

By way of cover description: the color is blue, print is white; center of cover bears embossed White House (as used on 1969 Christmas card) with the G, O, and P of "Generation Of Peace" done in matching white embossing -- implying direct initiation or "generation" of peace by the White House.

As Maria Downs indicated in today's telephone conversation with you, a tentative date for art work has been set for next week.

Sincerely,

[Signature]

Marj Skinker
Press Director, Leadership Conference

encl.

1972 GOP Leadership
State Conference Chairmen
(names and addresses)

Alabama
Alaska
Arizona

Generation of Peace

Republic National Leadership Conference
REPUBLICAN NATIONAL
Letter of Invitation

LEADERSHIP CONFERENCE
REPUBLICAN NATIONAL Committee
Washington Hilton Hotel, Washington, D.C.
March 1-4, 1972

Program

How to Register
Registration Form:

Bob Dale Tom Egan Anne Armstrong

Name ____________________________
Address ____________________________
City, State ____________________________
December 2, 1971

MEMORANDUM FOR: JEB MAGRUDER
FROM: GORDON STRACHAN
SUBJECT: Ralph Bunje

Rose Mary Woods sent a memorandum to Bob Haldeman indicating that she had talked with Ralph Bunje, a longtime friend and supporter of the President, who expressed his great concern about the difficulty of carrying California in 1972. It is Bunje's view that we have someone other than just Reagan run the Campaign. Rose Mary Woods emphasizes that this man is really for the President. You may want to advise the Attorney General or Harry Flemming of this man and his views.

GS:lm
Woods memo attached to chron -- NOT sent to Magruder
CONFIDENTIAL

MEMORANDUM

TO: Bob Haldeman

FROM: Rose Mary Woods

November 16, 1971

This morning Ralph Bunje, a longtime friend and supporter of the President as well as head of the California Canning Peach Association in San Francisco, came in to see me about several matters.

In the course of his conversation he expressed great concern about the difficulty of carrying California in 1972. He suggested that we must find a way to let the people in California know how many things the President has done for the State. He says when things have been done that are good for the State there is never any real publicity - any praise for the President. In other words, there is no feeling that this Administration has done this, this, this, etc. for the State.

He hopes we are having someone other than just Reagan run the campaign. He said we cannot depend on Reagan to help carry the state because he probably would not push hard enough and most of those people he has gathered around him are not Nixon people at all. Also, he is unable to get along with the Republicans who are in the State Legislature, etc., and he feels we better have some others who are really working out there in addition to whatever we may have the Governor working on.

I told him I knew nothing about campaign plans but that I would be glad to pass along this message to some of the people who will be working on California. (I don't know the score but do know this man is really FOR the President.)
December 2, 1971

MEMORANDUM FOR: JEB MAGRUDER
FROM: GORDON STRACHAN
SUBJECT: Ralph Bunje

Rose Mary Woods sent a memorandum to Bob Haldeman indicating that she had talked with Ralph Bunje, a longtime friend and supporter of the President, who expressed his great concern about the difficulty of carrying California in 1972. It is Bunje's view that we have someone other than just Reagan run the Campaign. Rose Mary Woods emphasizes that this man is really for the President. You may want to advise the Attorney General or Harry Flemming of this man and his views.

Also, let Rose know what is being done.

GS: lm
Woods memo attached to chron -- NOT sent to Magruder

6 -> May 12/6
December 1, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: JEB MAGRUDER
FROM: GORDON STRACHAN
SUBJECT: Youth Meeting in Chicago

Would you obtain a reading on the youth caucus which will be launched by a meeting of student leaders in Chicago this weekend. The purpose of the group is to increase the number of young delegates at the convention. Also have someone check on the youth citizenship fund which may be one of the major coordinating groups pushing registration of new voters, because it has received a $400,000 grant to continue its work. Apparently both meetings have been organized by 100 student body presidents from across the country.

FU - Friday, Dec. 3

GS:elr
December 28, 1971

Dear Mr. McDonough:

Your letter of December the 21st has been received and I want you to know that your thoughts are being taken into consideration with regard to this Administration.

Thank you for writing and best wishes for the New Year.

Sincerely,

Gordon Strachan
Assistant to H.R. Haldeman

Mr. William F. McDonough
4 Milton Street
Lynbrook, New York

GS:lm
LM
TO:      Gordon Strachan
FROM:  BRUCE KEHRLI

Can you handle the attached?

L.R.
Mr. H. R. Haldeman,
Special Assistant to the President,
White House,
Washington, D. C.

Dear Mr. Haldeman:

Let me first introduce myself. I am a loyal Republican and supporter of Dick Nixon for about 20 years. I was a WW II Naval Officer and served in some of the same commands as our President.

I was asked in a letter from Chairman Bob Dole to re-consider my decision to not participate in the 1972 fund raising campaign for the President's reelection. A copy of my letter to the Chairman is enclosed showing reasons why I cannot.

If RN loses in 1972 maybe it is what he deserves for what he has done to his fellow Republicans and supporters, or better what he has failed to do. My wife was in tears in 1960 and 1962 when he lost. Just mention this to give a picture of the feeling we had for him. But no more. He has been a major disappointment for the reasons I outline in my letter to Chairman Dole.

So many, many other Republicans share my feeling I cannot fathom the polls showing the election to be close. Gallup and Harris apparently have not polled enough Republicans, I presume.

Sincerely yours,

William P. McMorrough
Dear Bill:

I want you to know how much I appreciated the message of congratulations you sent me after our primary election on June 5.

The campaign in California this fall promises to be a real donnybrook. As you probably have noted, reports from Washington indicate that the national administration, after losing California in 1960, has decided to concentrate every possible effort toward defeating me here in 1962.

I can assure you, however, we are ready for the battle. I am now making preparations to put on the most intensive, hard-hitting campaign in California's history, and I am confident that it will lead to a decisive victory for our statewide ticket this fall.

You can be sure that your expression of support will be a constant source of inspiration and encouragement in the months ahead.

With every good wish to you and Gene McGovern,

Sincerely,

Mr. William F. McDonough
4 Milton Street
Lynbrook, New York
Honorable Robert J. Dole, Chairman,
Republican National Committee,
210 First Street, SE,
Washington, D.C., 20003

December 21, 1971

I have received your letter of December 13th asking me to reconsider my decision about participating in our party's fund raising drive.

My decision is irrevocable and is for many reasons. The Administration's betrayal of myself and other Republican career employees and friends in the operation of the U.S. postal service is incomprehensible and unforgiving. By decision to resign voluntarily this year was not taken without deep thought and anguish. Republicans, particularly Nixon Republicans, were shunted aside to make spots for holdover Democrats and other incompetents. The retention and, mind you, promotion of Democrat political hacks fully three years after the Administration takes over is a disappointment. The Dems are laughing at us.

Furthermore, I do not like the condition of the economy, the visits to Peking and Moscow, wage and price controls, the welfare state, nor the appointments of Neuman, James Sherman, James Allen and Plout, Blossen, the latter's successor, is a dud. Have you heard him speak? From American Can he placed his cronies in key spots with the holdovers. Cronies from Continental Can, Nestle Milk, Forden Milk, Heinz Products, anyone having anything to do with cans. What is wrong with Republicans, one instinctively asks? Nixon did not inherit this problem. He caused it. Gallup tells us there is a lesser percentage of Republicans today than in 1968. Wonder why?

It is agreed and I find no fault with the Nixon strategy of wooing Democrats, but his first priority should be to the Republicans who helped elect him. Then build on Democrats we can count on as friends. Thousands of Republicans share this feeling.

My daughter who was a volunteer at Republican Headquarters under Stans and Helmsen in 1968, and who headed her college alumni Nixon for President Committee with 20 State Chapters is supporting Muskie or Jackson in 1972. My physician son, also a 1968 campaign worker, is busy on fund raising among the medical profession in another State for Muskie. Two college daughters are working among the youth, but not for Nixon.
One Magoun Road,
West Islip, N. Y., 11795

Mr. H. R. Haldeman,
Special Assistant to the President,
White House,
Washington, D. C.
MEMORANDUM FOR: HUGH SLOAN
FROM: GORDON STRACHAN
SUBJECT: Muskie Fundraising Mailing

The media reports that Muskie mailed 500,000 fundraising letters recently which included statements about the tax aspects of political contributions. That would be an interesting document. Also, in light of the plans you outlined to me yesterday, it might be appropriate to analyze the Muskie letter.

Will you get a copy or have Magruder do it?

GS:pm
cc: Jeb Magruder
MEMORANDUM FOR: BILL TIMMONS
FROM: GORDON STRACHAN
SUBJECT: Convention 1972

In light of our discussion this morning about plans for the 1972 Convention in San Diego, I thought you might enjoy this article from the Liberation News Service, the underground press' UPI.

When you return from your security survey of San Diego next week, it might be appropriate to bring Bob up to date on what's being done to handle the activities outside the Convention Hall.

GS:lm
December 28, 1971

Dear Allan:

Thanks for sending the lapel "N" pin and the flag. I will enjoy wearing them proudly.

However, in terms of approval for the design for campaign use, the person who has the responsibility for approval is Jeb Magruder. I have referred your letter to him, but naturally kept the pin and flag.

I trust you had a pleasant Christmas. We all look forward to quite a year.

With best regards,

Sincerely,

Gordon Strachan

Mr. C. Allan Walker, Jr.
Executive Director
New Hampshire Committee for the
Re-Election of the President
New Hampshire Highway Hotel
Concord, New Hampshire 03301

GS:1m
December 15, 1971

Mr. Gordon Straham  
The White House  
Washington, D. C.

Dear Gordon:

As you know, during the 1968 campaign, the small Nixon "N" that was worn by many Nixon supporters became very popular.

Recognizing that few presidents have been as closely identified with flag and country as President Nixon, I have attempted to design a pin that would be attractive, unique and yet appropriate. Hopefully, it would be an effective campaign pin and further establish this "identity".

If you agree that the enclosed pin achieves these objectives, I will have a limited number manufactured at my expense for distribution among my key New Hampshire people.

Sincerely,

G. Allan Walker, Jr.

GAW:ku