

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>
13	1	1/12/1972	<input type="checkbox"/>	Campaign	Letter	From Strachan to Baum RE: Inquiring interest in participating in the 1972 Presidential Campaign. 1 pg.
13	1	1/17/1972	<input type="checkbox"/>	Campaign	Letter	From Strachan To Benedict RE: Outlining interest in upcoming campaign. 1pg.
13	1	1/3/1972	<input type="checkbox"/>	Campaign	Letter	From Strachan To Keith RE: Invitation to attend reception honoring Ward Chairman. 2pgs.
13	1	1/26/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan To Chotiner RE: Attached information on Francis "Frank" Hand and his proposal. 10pgs.

<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>
13	1	1/31/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan To Dent RE: " Mr. V. H. Monette." 3pgs.
13	1	1/14/1972	<input type="checkbox"/>	Campaign	Letter	From Stachan To Davie RE: Thank you letter for cocktail invitation. 1pg.
13	1	1/31/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan To Flanigan RE: "Contributor Lists." 1pg.
13	1	1/18/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan To Unk recipient RE: Interesting political articles. 1pg.
13	1	1/7/1971	<input type="checkbox"/>	Campaign	Memo	From Strachan To unk recipient RE: Status of suggested H memo regarding political liaison. 1pg.

<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>
13	1	1/7/1971	<input type="checkbox"/>	Campaign	Memo	From Strachan To unk recipient RE: Status update report on the 10 state chairman. 1pg.
13	1	1/31/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan To Howard RE: "College Poll." 1pg.
13	1	1/18/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan To Hasek RE: Recovery from medical procedure. 1pg.
13	1	1/14/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan To Howard RE: "Muskie's New Beginning." 1pg.
13	1	1/12/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan To Higby RE: "Report on Spanish Speaking Voters." 1pg.

<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>
13	1	1/11/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan To Howard RE: "Home Library Systems/ Campaign Book." 3pgs.
13	1	1/6/1971	<input type="checkbox"/>	Campaign	Memo	From Strachan To Higby RE: "Gallup Poll." 1pg.
13	1	1/4/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan To Hicks RE: Acceptance to the luncheon invitation. 4pgs.
13	1	1/28/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan To Khachigian RE: News summary regarding T.V. announcement. 2pgs.
13	1	1/27/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan To Khachigian RE: "Ralph Nader/ McGovern." 1pg.

<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>
13	1	1/20/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan To Khachigian RE: "Muskie." 3pgs.
13	1	1/31/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan To Mitchell RE: Request to forward materials from following attachment. 7pgs.
13	1	1/25/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan To Magruder RE: "New Mexico Primary." 4pgs.
13	1	1/25/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan To Magruder RE: "Young Voters." 1pg.
13	1	1/11/1972	<input type="checkbox"/>	Campaign	Memo	From unk author To Magruder RE: "Campaign Activities." 1pg.

<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>
13	1	1/18/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan To Magruder RE: "Direct Mail and Florida." 1pg.
13	1	1/11/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan To Magruder RE: "High School and College Polls." 1pg.
13	1	1/11/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan To Magruder RE: "Campaign Activities." 1pg.
13	1	1/8/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan To Magruder RE: "Nancy Bratas-Telephone Campaign." 1pg.
13	1	1/27/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan To Odle RE: "Telephone at 1701." 1pg.

<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>
13	1	1/19/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan To Price RE: "Fund Raising Letter." 4pgs.
13	1	1/12/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan To Unk Recipient RE: "Haldeman, Peter Dailey-Campaign Adevertising." 11pgs.
13	1	1/10/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan To Rietz RE: "ORC Presentation on Youth Polling Results." 2pgs.
13	1	1/27/1972	<input type="checkbox"/>	Campaign	Letter	From Strachan To Silvester RE: Thank you letter for offering to help re-elect the President. 1pg.
13	1	1/24/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan To Shumway RE: "ORC Press Release." 1pg.

<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>
13	1	1/10/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan To Shumway RE: "ORC." 3pgs.

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 236

Folder: Strachan Chron A-Z January 1972

<u>Document</u>	<u>Disposition</u>
1	Retain Open
2	Retain Open
3	Retain Close Invasion of Privacy Memo, Strachan to Buchanan, 1/31/72.
4	Retain Open
5	Return Private/Political Letter. Strachan to Baum, 1/12/72.
6	Retain Open
7	Retain Open
8	Retain Open
9	Retain Open
10	Return Private/Political Letter, Strachan to Benedict, 1/17/72.
11	Retain Open
12	Return Private/Political Letter, Strachan to Bolen, 1/3/72.
13	Return Private/Political Memo, Strachan to Chotiner, 1/26/72.
14	Retain Open
15	Retain Open
16	Retain Open
17	Return Private/Political Memo, Strachan to Dent, 1/31/72.
18	Return Private/Personal Letter, Strachan to Davie, 1/14/72.
19	Retain Open
20	Return Private/Political Memo, Strachan to Flanigan, 1/31/72.
21	Retain Open
22	Retain Open
23	Return Private/Political Memo, Strachan for Follow-up, 1/18/72.
24	Retain Open

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
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25	Retain	Open
26	Retain	Open
27	Retain	Open
28	Retain	Open
29	Return	Private/Political Memo, Strachan for Follow-up, 1/7/71.
30	Return	Private/Political Memo, Strachan for Follow-up, 1/7/71.
31	Retain	Open
32	Retain	Open
33	Return	Private/Political Memo, Strachan to Howard, 1/31/72.
34	Retain	Open
35	Retain	Open
36	Retain	Open
37	Return	Private/Personal Memo, Strachan to Hasek, 1/8/72.
38	Return	Private/Political Memo, Strachan to Howard, 1/14/72.
39	Return	Private/Political Memo, Strachan to Higby, 1/12/72.
40	Return	Private/Political Memo, Strachan to Howard, 1/11/72.
41	Return	Private/Political Memo, Strachan to Higby, 1/6/72.
42	Return	Private/Political Memo, Strachan to Hicks, 1/4/72.
43	Retain	Open
44	Return	Private/Political Memo, Strachan to Khachigain, 1/28/72.
45	Return	Private/Political Memo, Strachan to Khachigain, 1/27/72.
46	Retain	Open
47	Return	Private/Political Memo, Strachan to Khachigain, 1/20/72.
48	Retain	Open
49	Retain	Open
50	Retain	Open

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
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51	Retain	Open
52	Retain	Open
53	Retain	Open
54	Return	Private/Political Memo, Strachan to Mitchell, 1/31/72.
55	Retain	Open
56	Return	Private/Political Memo, Strachan to Magruder, 1/25/72.
57	Return	Private/Political Memo, Strachan to Magruder, 1/25/72.
58	Return	Private/Political Memo to Magruder, 1/11/72.
59	Retain	Open
60	Return	Private/Political Memo, Strachan to Magruder, 1/18/72.
61	Retain	Open
62	Retain	Open
63	Retain	Close Invasion of Privacy Memo, Strachan to Malek, 1/13/72
64	Return	Private/Political Memo, Strachan to Magruder, 1/11/72.
65	Return	Private/Political Memo, Strachan to Magruder, 1/11/72.
66	Retain	Close Invasion of Privacy Memo, Strachan to Malek, 1/10/72
67	Return	Private/Political Memo, Strachan to Magruder, 1/8/72.
68	Retain	Open
69	Retain	Open
70	Return	Private/Political Memo, Strachan to Odle, 1/27/72.
71	Return	Private/Political Memo, Strachan to Price, 1/19/72.
72	Retain	Open
73	Retain	Close Invasion of Privacy Memo, Strachan to Rhatigan, 1/14/72.
74	Return	Private/Political Memo, Strachan for The Record, 1/12/72.
75	Return	Private/Political Memo, Strachan to Rietz, 1/10/72.
76	Retain	Open

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 236

77	Return	Private/Political Letter, Strachan to Silvester, 1/27/72.
78	Retain	Open
79	Retain	Open
80	Return	Private/Political Memo, Strachan to Van Shumway, 1/24/72.
81	Retain	Open
82	Retain	Open
83	Return	Private/Political Memo, Strachan to Van Shumway, 1/10/72.
84	Retain	Open
85	Retain	Open
86	Retain	Open
87	Retain	Open

January 12, 1972

Dear Mr. Baum:

Mr. Haldeman asked me to thank you for your letter of January 5 and your interest in participating in the 1972 Presidential Campaign.

At Mr. Haldeman's request, I have forwarded a copy of your correspondence to Mr. Jeb Magruder at the Citizens for the Re-Election of the President Committee. You should be hearing from him in the near future.

With best wishes,

Sincerely,

Gordon Strachan
Staff Assistant
to H. R. Haldeman

Mr. Arthur H. Baum
43 Tanglewood Lane
Stamford, Connecticut

cc: Mr. Jeb Magruder -- w/incoming

GS:kb

January 17, 1972

Dear Mr. Benedict:

Mr. Haldeman asked me to thank you for your recent letter outlining your interest in the upcoming campaign.

He appreciates your expression of support and asked that I forward a copy of your letter to Mr. Jeb Magruder at the Citizens Committee for the Re-election of the President. I'm sure you'll hear from him shortly.

Thanks and best wishes.

Sincerely,

Gordon Strachan
Staff Assistant
to H. R. Haldeman

Mr. Charles J. Benedict, Jr.
SPORTS CHALLENGE
5800 Sunset Boulevard
Los Angeles, California
90028

GS:pm

cc: Jeb Magruder w cc: of incoming

January 3, 1971

Dear Keith:

Thank you for your letter and the invitation to attend the reception on Tuesday evening, January 18 in Washington, D.C., honoring 1971 Marion County Precinct Committeeman, Ward Chairman, and Republican of the Year and their spouses.

Unfortunately, I will not be able to attend due to a previous engagement. Thank you for thinking of me and best wishes for the new year.

Sincerely,

Gordon Strachan

Mr. L. Keith Bales
Member for Indiana
Executive Committee
Republican National Committee
144 North Delaware Street
Indianapolis, Indiana 46204

GS:LM



Republican
National
Committee.

L. Keith Bulen
Member for Indiana
Executive Committee
Republican National Committee
144 North Delaware Street
Indianapolis, Indiana 46204
(317) 635-8881

December 23, 1971

*LK
make
sure I
do not go
but prepare
pleasant letter
of regret*

Mr. Gordon C. Strachan
Assistant to the President
The White House
1600 Pennsylvania Avenue
Washington, D.C.

Dear Gordon:

If your schedule can possibly permit, we urge you to plan to attend a reception on Tuesday evening, January 18, 1972 in Washington, D.C., honoring our 1971 Marion County Precinct Committeeman, Ward Chairman, and Republican of the Year and their spouses.

The reception is jointly hosted by Mayor Lugar, Congressmen Bray and Hillis, as well as yours truly. Incidentally, the reception will be at our apartment, Watergate West, #611, 2700 Virginia Avenue, N.W., from 6:00 P.M. until 7:30 P.M.

A formal invitation will follow, but please mark your calendar now.

Warm regards,

L. Keith Bulen

LKB/ib

January 26, 1972

MEMORANDUM FOR :

MR. CHOTNER

FROM :

GORDON STRACHAN

Mr. Haldeman has asked me to thank you for your letter dated January 18, 1972 with the attached information on Francis "Frank" Hand, and his proposal regarding Citizens Information Service.

Per your request, copies have been sent to Chuck Colson and Job Magruder.

Attachments

**cc: Chuck Colson
Job Magruder**

GS:pm

THE WHITE HOUSE
WASHINGTON

Date: 1/20

TO: *Pat*

FROM: GORDON STRACHAN

Please draft
response for
my signature
all receipt &
forwarding ~~com~~
to Colson &
Maguire

LAW OFFICES

REEVES & HARRISON

SUITE 500

1701 PENNSYLVANIA AVENUE, N. W.

WASHINGTON, D. C. 20006

TELEPHONE 202 298-9030

TELEX 440376 CRDK

CABLE "REEVLAW"

OF COUNSEL

MURRAY M. CHOTINER

MARION EDWYN HARRISON
ERNEST GENE REEVES
ROBERT F. SAGLE
MYRON SOLTER
CHARLES EMMET LUCEY

January 18, 1972

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

Dear Bob:

The following was first presented to me by Bob King, who as you know was Administrative Assistant to the President when he was Vice President.

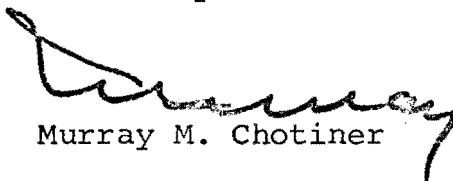
I then met with Francis "Frank" Hand, whose resume is enclosed.

You will note that he has been with the Defense Department and received a certificate for meritorious service on September 7, 1971.

It is his feeling that public support is needed for the President's program involving peace and military security.

Perhaps this is a subject which can be referred to Chuck Colson or whoever you designate to see if a group outside of the White House and outside of the campaign can be activated in support of the President.

Sincerely,



Murray M. Chotiner

MMC:bh
Enclosure

CITIZENS INFORMATION SERVICE

PROBLEM: President Nixon's strong initiative for peace and his military program coupling U.S. power with common cause allies lacks public understanding and citizen involvement. The official stance needed to open up the negotiations game aimed at the Communist threat to peace exposes the President to whipsaw attack on the home-front from both the hard right and the mushy left. A sure public backing of his peace and defense programs is essential for his bold and dicey run with the ball, and his re-election to see the game through.

PROPOSAL: A fresh public interest and realism is needed regarding the world situation to make clear the great importance of the Nixon peace moves now, and the good sense of his carefully geared military program. The Administration's information scenario should be complemented by a special private operation which usefully alerts Americans to the reason for these Nixon programs: the Communist push for world domination keyed to military power. This awareness will give a broad group of citizens a feeling of their stake in the President's game strategy for defusing the Communist military threat and making peace a more attractive course for the Communists to pursue.

PROJECT: As the Citizens Information Service this special project will promote public interest and feeling of relevance by an imaginative operational use of current evidence of the Communists' surge for world power and the Nixon game plan in action. Enlivened citizen-level organizations will put the material into play with a clear citizens' self-interest tag. The public impact of comment by prestige figures in news media, intellectual circles, business and politics will be generated by a series of stimulating briefing notes for a selective list of such opinion leaders.

The Citizens Information Service will require a very special collection and presentation of current news about the world scene. There must be operational passing to Americans at Main Street level and the promotion of self-interest feeling in the President's action program for peace and a mutually beneficial world community relationship. The project can be undertaken by one uniquely qualified operator supported by some contracted staff help and some developmental expenditures. The project can be activated easily as a client account of an existing law or public relations firm.

Budget for Citizens Information Service operations for the first year on a lean but useful basis should be:

Director's salary	\$ 20,000.00
Contract assistance	20,000.00
Typist and supplies	7,500.00
Collection, Production support. . .	8,500.00
Promotion, Customer Service	5,000.00
Office operations center.	<u>3,000.00</u>
	\$ 64,000.00

FRANCIS "FRANK" M. HAND

2919 N. Franklin Rd.
Arlington, Virginia 22201
(Phone: 703 -- 525-3277)

BACKGROUND

More than 20 years of government experience in positions of responsibility requiring ability to creatively research problems and develop answers for political and management decision-makers. A unique understanding of information collection, analysis, implications appraisal, use in plans and operational actions. An appreciation and wisdom about working with top leadership, in both organizational and public aspects.

POSITIONS HELD

Special Liaison between the Director of Central Intelligence and the Secretary and Deputy Secretary of Defense (16 years), with wide range of staff work for the Secretaries on non-military activities. (1954 to Present; Retirement scheduled)

Coordinator of a special interdepartmental project development under Central Intelligence Agency, Washington, D.C. (1950-1954)

Law practice, Worthington, Minnesota opened but suspended to assist in developmental work under Central Intelligence Agency, Washington, D.C. (1949)

Special Investigations Staff, War Surplus Agency, Washington, D.C. (1946-1948)

Security Education Program, Manhattan Project, Oak Ridge, Tennessee. (1943-1945)

EDUCATION

Hamline University, St. Paul, Minnesota; AB Degree.
Harvard Law School, Cambridge, Massachusetts; LLB and JD Degrees.

PERSONAL

Born November 12, 1912, Woodstock, Minnesota; Married, three daughters; Health excellent.



TO
Francis M. Hand

For meritorious service from 1954 to 1971. For more than seventeen years Mr. Hand has served as liaison between the Central Intelligence Agency and the Secretary of Defense. He has demonstrated professional knowledge, informed perception, and good judgement. His ability to recognize the important, to cull out the trivia, and to anticipate the needs of the Secretary of Defense has made a unique contribution to the security of this nation. His quiet efficiency and good sense have enabled him to perform with distinction duties of the greatest importance during periods of crisis and extreme sensitivity. He has gained the respect, the confidence, and the gratitude of the several Secretaries of Defense he has served so long and so well.

His high sense of duty, loyalty, and dedicated service, coupled with a rare good humor have reflected honor on himself, the Central Intelligence Agency, and the Department of Defense. It is with great pleasure and deep appreciation that I award to Francis M. Hand the Secretary of Defense Meritorious Civilian Service Medal.

William P. Spiro
Secretary of Defense

SEPTEMBER 7, 1971

OUR TURN TO BLINK?

WASHINGTON—It is highly likely that one of these days soon, probably before Christmas, quite possibly before Thanksgiving, CIA director Richard Helms will call the White House and ask for an urgent appointment with the President. A great deal will then depend on what Helms tells President Nixon, and what President Nixon decides to do about it.

Helms, of course, is the No. 1 man in the U.S. intelligence community. The intelligence community is braced for "the other shoe to drop." The other shoe is a series of Soviet missile tests that the intelligence specialists are sure—rather mysteriously sure—will take place before the end of this year, most probably in November or early December.

These tests will tell a great deal about the real purpose of the very great Soviet investment in offensive strategic weapons. This investment is the first shoe, and it is symbolized by the missile silos—"holes," they are called in the intelligence trade—that the Russians have been constructing with extraordinary urgency throughout this year. The tests will show what kind of missiles the Russians intend to put in their holes.

PEACE AND THE HOLES

This is not, admittedly, a subject that much interests most people in the present, curious mood of this country. But it is a subject that has to interest the intelligence specialists—and the President, too. For what goes into the Russian holes may well determine whether or not it is rational to hope for what the President likes to call "a generation of peace."

The facts about the holes are as follows (and these facts are indeed facts, for the Pentagon's reconnaissance satellites bring back pictures of the holes almost as detailed as a picture of a building across the street). A total of 91 new holes has been dug so far this year. Twenty-five of these new holes are very large—larger than the holes that used to be dug for the huge, 25-megaton SS-9 missile. Sixty-six of the holes are somewhat smaller than the regular SS-9 holes but larger than the holes for the 1-megaton SS-11 missile.

These smaller holes are dug in a big circle, with ten missiles to a circle. In the middle of a half dozen or so of these circles, a very big hole, bigger than any missile silo ever built, has

been dug. None of the holes has as yet been fitted with a missile, and the experts do not expect them to be operational until about July 1972.

There are no doubt innumerable papers marked Top Secret filled with details about the Russian holes, but the essential facts are as stated above. These facts make it possible for any reasonably intelligent reader of this magazine to be his own intelligence analyst. What are the holes for?

WHAT ARE THEY FOR?

It is very unlikely that they are simply for more first-generation SS-9s and SS-11s. Otherwise, the missiles would already be in their holes. They could be for improved versions of the SS-9 and the SS-11. Or they could be for entirely new weapons.

It seems reasonable to suppose that the Russians want to do one thing to improve the SS-9, and another thing to improve the SS-11. The SS-9, or an entirely new version of the big missile, could be provided with multiple warheads, or "MIRVed." Because its warhead is so immense, the missile could be MIRVed six, or even ten times over. Given sufficient accuracy, even a relatively small number of MIRVed multi-megaton missiles could be used to destroy, in a first strike, this country's main strategic deterrent—our 1,000 land-based Minuteman missiles.

Greatly improved accuracy for the SS-11, or some new version of such a missile, would have a similar effect. The SS-11 is an "anti-city" weapon; it is only roughly accurate, since only rough accuracy is required to destroy a city with a 1-megaton warhead. But if it could be rendered accurate enough to dig a Minuteman missile out of its concrete silo, then it too would become a direct threat to our strategic deterrent.

How about the enormous new holes? The reader's guess may be as good as the specialists', for the specialists do not pretend to have the answer. These huge holes could be for hardened control centers. Or they could be for some new kind of offensive strategic missile, perhaps filled with penetration aids to blind the U.S. defense, perhaps with an enormous warhead designed to black out the defense's radar and control systems. Nobody knows.

After the expected tests, a lot more will be known, for the tests tell us al-

most as much as they tell the Russians about such factors as accuracy, range and megatonnage. Suppose the tests show (a) a MIRVed SS-9-type missile, (b) greatly improved accuracy for the SS-11-type missile, and (c) an entirely new offensive strategic missile of immense size. Even if the tests showed only one or two of these things, Richard Helms would have to ask for that urgent appointment with the President. What would the President do then?

Already, it is too late to talk about missile "parity." The Russians have 1,600 intercontinental missiles against 1,054 American missiles, and in terms of missile megatonnage, they have between five and ten times the thermonuclear capacity we have. Their anti-ballistic-missile complex is fully operational in the Moscow area and being urgently extended, whereas our ABM system will not be operational for several years.

A NEW CONFRONTATION

They are ready to produce an entirely new swept-wing attack bomber, with an undoubted "anti-U.S. attack capability," whereas our B-52s are Model T bombers, terribly vulnerable to the new SA-5 Soviet anti-aircraft. The Soviet Y-class nuclear submarine fleet of 41 boats now equals ours, and instead of halting production, the Russians have doubled their production capacity. The Soviet conventional fleet is already in several categories superior to ours.

The new Soviet missile tests could indicate at least the serious possibility that the Soviets are building up for a new eyeball-to-eyeball nuclear confrontation, like the 1962 Cuban crisis, in which it would be our turn to blink. The likely locale of the confrontation is obvious—the Middle East. It is easy to dismiss this possibility as mere Pentagon propaganda. But it is also silly.

The intelligence analysts, including the Pentagon's, have consistently underestimated the Soviet missile program. As for the President, his political future may be at stake. If he were to abandon hope for successful SALT talks and ask for very large new appropriations to regain nuclear parity with the Russians, he might well be throwing away his chance of re-election, in this country's present mood.

So what would the President do? If some of the gloomier analysts are right, what *will* the President do?



Sobering Fact: U.S. Now No. 2 as Military Power

OUR DISTRACTED country now stands at the absolute mercy of the U.S.S.R.— on land, on sea and in the air. And unless we face up to this overwhelming fact, God help the United States.

President Nixon stated in his Labor Day radio talk: "No nation really stands still." Well, we haven't stood still in our nation's defense; behind the scenes we've slipped downhill at toboggan speed, and unless history means nothing the penalty for this is catastrophic.

* * *

TAKE FIRST the air facts:

In Brussels recently our NATO chiefs revealed to me that the Soviet is fly-testing an immense new swing-wing supersonic bomber to be operational in 1973. NATO intelligence code-calls it the Backfire. It carries 1,000-mile-range turbofan-powered decoy devices loaded with electronic jammers to confuse radar tracking. Backfire represents a whole new generation in Soviet strategic air force bombers.

The only strategic bomber we have is the slow, subsonic B-52 designed 20 years ago. And our Strategic Air Command's force of 405 B-52s has been gradually reduced to 360.

Congress has long debated the B-52's successor, the B-1. But if the B-1 is built at all, it admittedly cannot become operational before 1978.

* * *

MISSILES? The United States is now the No. 2 nuclear power. The U.S.S.R. is No. 1. The entire free world relies not on our ability to win a nuclear war but on our ability to deter it. This requires nuclear superiority. We had it. It kept the nuclear truce for two decades. But now the respected Institute of Strategic Studies in London finds that as of Sept. 1, 1971, the U.S.S.R.

has not only achieved parity in land-based intercontinental ballistic missiles but that its strength in these exceeds ours by 45 pct.

Defense Secretary Melvin R. Laird confirms this: "In the five years — from 1965 to 1970 — the Soviet has virtually quadrupled its strategic missile force. In that same period the United States reduced its megatonnage more than 40 per cent."

* * *

ON LAND the Red army has 140 divisions. We have 19. Moreover, even among these 19 many are below full strength and underequipped.

* * *

AT SEA? The Red navy patrols the entire Atlantic and Pacific. The latest Soviet maneuver included more than 200 warcraft in these waters alone. The Soviet swimming bear dominates the Norwegian Sea. It is seen heavily in the Indian Ocean and the Persian Gulf and off both coasts of Africa. And we face all this with an aged fleet.

The average U.S. navy ship is 30 years old. Only one per cent of the Soviet navy is 20 years old.

Meanwhile, the Soviet submarine fleet is now more than three times the size of ours and, on the authority of our worried U.S. Navy nuclear chief, Vice Adm. Hyman G. Rickover, confirmed by the Central Intelligence Agency, the Soviet Union is now capable of launching one nuclear submarine a month and by the end of the coming year will have more than the United States.

* * *

HISTORY'S REPLY is mercilessly exact. America's security has gone by the boards, exactly as France's did in 1939. The Soviet Union is now beautifully set up to take greater and greater international political risks. One day this truth must burst on our distracted people or we can only fall to our knees, powerless and imploring.

Russian Bombers Could Crack Our Defenses and Wipe Out Major Cities at Will, Say 2 Top U.S. Air Defense Generals

By JACK KELLEY

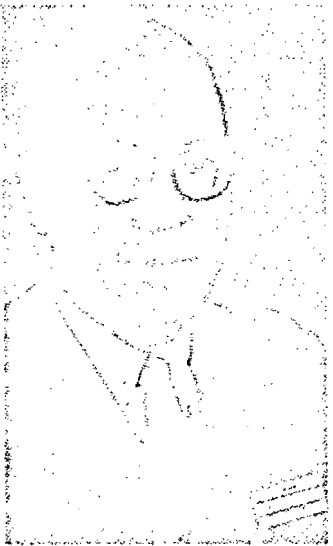
Soviet bombers could crack U.S. defenses and roam "the heartland of America" wiping out major cities "at will," according to two of the country's top air defense generals.

They blamed the hazardous situation on a 60 percent cutback in U.S. air defenses over the last 10 years.

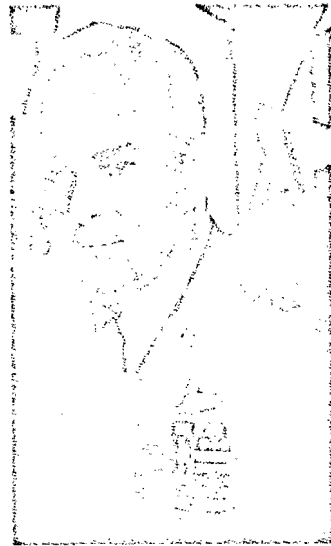
"Our antibomber defense system is outdated and of limited capability," Gen. Seth J. McKee, commander in chief of the North American Air Defense Command (NORAD), told the Senate's Special Air Defense Subcommittee in a closed hearing last March in Washington.

"We still have precisely the same types of weapons that we had in the early 1950s — but they are now 10 years older and we have them in far fewer numbers," he said.

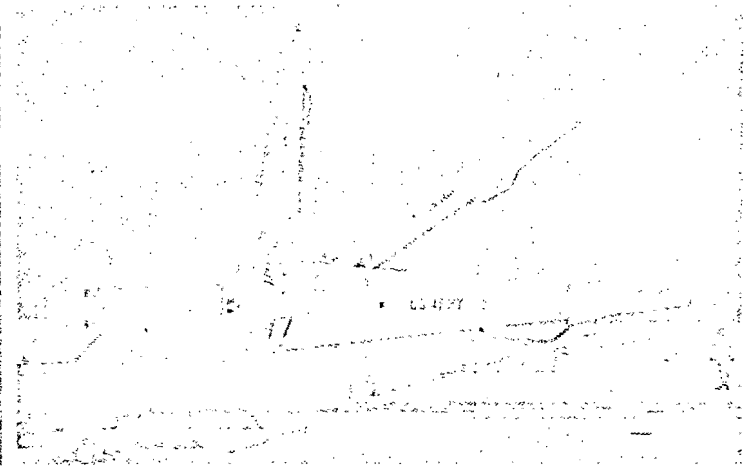
Lt. Gen. George V. Underwood, commanding general of the Army Air Defense Command, warned it was "imperative" that the U.S. develop "a backup defense" because "without it a bomber that cracks the (defense) perimeter gets a free ride around the country and is able to roll up prime targets at will." The gen-



LT. GENERAL George Underwood, commanding general, Army Air Defense Command.



GENERAL Seth J. McKee, commander in chief, North American Air Defense Command.



NIKE HERCULES MISSILES are some of the U.S. defensive weapons that have been sharply reduced in the last 10 years, say experts.

eral further explained: "From 1961 to the present, the forces available for the air defense of the North American continent have been reduced approximately 60 percent."

He said the cutback has taken the

U.S. past "the minimum feasible force level" for defending the country against bomber attack by the Soviet Union. McKee told the committee that while the Soviets have been increasing their attack force, American air defenses in the last 10 years have been cut from: 270 Nike and Hawk missile

batteries to 63; 65 regular-force fighter squadrons to 14; 38 National Guard fighter squadrons to 15, and 9 Bomarc missile squadrons to 7.

He added that since 1961, NORAD's authorized manpower has been slashed from 246,720 to 94,707.

James T. Kendall, chief counsel for the subcommittee, asked McKee: "Does this mean that a bomber that penetrated the perimeter defenses would have the so-called heartland of America more or less at its mercy?"

McKee answered: "Yes, sir, what that means is we have no radars to detect (enemy bombers) or to control our interceptors located in the heartland of the U.S., including Kansas City and St. Louis, for example, and points further south. The weapons systems assigned to NORAD today do not constitute a quantitatively effective defense against existing Soviet bomber threats."

Administratively Confidential

January 31, 1972

MEMORANDUM FOR:

HARRY DENT

FROM:

GORDON STRACHAN

SUBJECT:

Mr. V. H. Monette

On Bob Haldeman's behalf, would you contact Mr. V.H. Monette and meet with him. Monette is from Smithfield, Virginia; is a very active Republican, and has been a substantial contributor.

GS:car:lm

THE WHITE HOUSE
WASHINGTON

Date: 1/27

TO: H. R. HALDEMAN
FROM: GORDON STRACHAN

If you don't want to meet with
Mr. Monette, Harry Dent would see
him.

H AGREE

*H will not
Dent
must*

 DISAGREE

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

January 26, 1972

MEMORANDUM FOR:

Bob Haldeman
John Ehrlichman

Mr. V. H. Monette of Smithfield, Virginia, dropped by my office for an informal visit. I understand that he is a very active Republican and a substantial contributor to the President's campaign fund in the past. He would like to visit with each of you when he is in town around 1 February. I told him I would pass this on and that someone would be in touch with him.


GENERAL JAMES D. HUGHES

January 14, 1972

Dear Mrs. Davis:

Mr. Haldeman has asked me to thank you for your letter dated January 5 and your invitation to have cocktails in your suite at the Mayflower on January 17.

Unfortunately his schedule is such that will not enable him to accept, but asked that I thank you and extend his best wishes.

Sincerely,

**Gordon Strachan
Staff Assistant
to H. R. Haldeman**

**Mrs. Preston Davis
71 East 71st Street
New York, New York
10021**

**GS:pm
AIR MAIL**

Administratively Confidential

January 31, 1972

MEMORANDUM FOR:

PETER FLANIGAN

FROM:

GORDON STRACHAN

SUBJECT:

Contributor Lists

Fred Malek has kept Mr. Haldeman abreast of your requests for contributor lists. On October 25 Malek suggested that you should probably get the information from Secretary Stans or Lee Nunn. Now that Stans has moved to the Committee, it might be helpful for Mr. Haldeman to know if you feel this entire contributor list project is on track.

Would you advise Mr. Haldeman by February 6?

Thank you.

GS:lm

Administratively Confidential

January 18, 1972

MEMORANDUM FOR FOLLOW-UP JANUARY 25

FROM:

GORDON STRACHAN

Check to make sure that interesting political articles are clipped for Bob from the New York Times and the Wall Street Journal as we can only assume he reads the Post.

GS:lm

Administratively Confidential

January 7, 1971

MEMORANDUM FOR FOLLOW-UP

FROM:

GORDON STRACHAN

Check Larry on the status of the suggested H memo to Malek, drafted on December 29, regarding the political liaison mentioned in the December 16 political matters memo.

GS:lm

Administratively Confidential

January 7, 1971

MEMORANDUM FOR FOLLOW-UP JANUARY 10, 1971

FROM:

GORDON STRACHAN

Check Jeb Magruder on the status of his update report on the 10 state chairman who should be women. Back-up memorandum for the President is in Campaign #14.

GS:lm

Administratively Confidential

January 31, 1972

MEMORANDUM FOR:

DICK HOWARD

FROM:

GORDON STRACHAN

SUBJECT:

College Poll

You probably noticed in this weeks' RNC summary of polls that the college poll reports that President Nixon has improved his campus image substantially. Apparently 72% give him a favorable rating. You probably already have some plan to get this information out, if so, feel free to disregard this note.

GS:lm

Administratively Confidential

January 18, 1972

MEMORANDUM FOR:

ELISKA HASEK

FROM:

GORDON STRACHAN

Raymond Guest, a strong supporter of the President, is currently recovering from an operation for removal of cataracts. If possible, could you send a telegram to him from the President. He is at the Eye Institute of Columbia University, Presbyterian Hospital, 622 West 168th Street, New York, N.Y. 10032

Thank you.

GS:lm

Administratively Confidential

January 14, 1972

MEMORANDUM FOR:

DICK HOWARD

FROM:

GORDON STRACHAN

SUBJECT:

Muskie's New Beginning

In light of your program on Muskie's new beginning, and the probable use of the slogan in Monday, you might want to consider the fact that Wallace also used the phrase "a new beginning" in his Florida announcement yesterday.

GS:lm

Administratively Confidential

January 12, 1972

MEMORANDUM FOR:

LARRY HIGBY

FROM:

GORDON STRACHAN

SUBJECT:

Report on the Spanish
Speaking Voter

I talked with Jeb Magruder about his method for assuring the implementation of Mr. Haldeman's comments on the Spanish voter report. Magruder indicated that the Attorney General has not yet seen the report nor will he. Instead, Magruder is preparing a ten page summary of the task force's report on ethnics, blue collar workers, Spanish speaking, and the transient voter. This ten page summary will be submitted by Magruder to the Attorney General hopefully within two weeks.

As to the specific comments by Mr. Haldeman on the Spanish speaking report, Jeb Magruder indicated that upon the Committee's hiring of their Spanish speaking Project Manager, he would receive the original task force report and Mr. Haldeman's comments as his guide. The current plan is to have this Spanish speaking Project Manager on board February 1st.

Obviously this is a ridiculous report but it gets back to the same problem which you and I have discussed many times, that is, whether we are to push Magruder for substantive action or merely monitor his activities while suggesting input for him and the Attorney General.

GS:lm

Administratively Confidential

January 11, 1972

MEMORANDUM FOR:

DICK HOWARD

FROM:

GORDON STRACHAN

SUBJECT:

Home Library Systems/
Campaign Book

Pursuant to our telephone conversation, will you please have this company and its proposal for a book titled "Know Your Candidates: The Presidential Contenders Speak Out" examined to determine its authenticity. If authentic, I assume you will handle the specific requests. In any event, will you respond on Mr. Haldeman's behalf.

Thank you.

GS:lm

HOME LIBRARY SYSTEMS CO.
381 BROAD ST. - COLONNADE BLDG. A 1115
NEWARK, NEW JERSEY 07104
(201) 483-0203

3 January 1972

The Honorable H. R. Haldeman
Assistant to the President
The White House Office
1600 Pennsylvania Avenue NW
Washington, D.C. 20500

Subject: Request for specially prepared 2,000 word statement,
1,000 word biography, 1 photograph / Deadline: 1 February

Dear Mr. Haldeman:

In Spring 1972 we plan to publish and market a paperbound book titled KNOW YOUR CANDIDATES: THE PRESIDENTIAL CONTENDERS SPEAK OUT.

The purpose of this book is to present the personal statements of all the major candidates, so that the reader may compare each and get the essential facts at one reading. We expect this may be the only book of its kind this year. We hope to have it out by the New Hampshire primary in early March.

May we respectfully request that you or your staff prepare and submit to us a written statement or 'position paper' for President Nixon, for inclusion in this volume.

The statement should be 2,000 words or less. But other than the word limit, please feel free to organize the paper in any manner you prefer. Headings and sub-headings are encouraged. The material may be either original or this volume, or a re-development from past speeches; of course, we believe an entirely original piece may be salutary.

Also, kind have your staff submit a 1,000 word biography and a glossy photograph of President Nixon.

Our editors will prepare a biographical section independently, and we will draw upon material submitted by you as well as public references.

The photograph, we suggest, should be an 'action' type pose, rather than a portrait--for example, making a speech, presiding at a conference, et cetera. But we will print whatever photo you select.

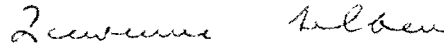
Because of printing deadlines, we need these three items before 1 February 1972, preferably sooner.

Mr. H. R. Haldeman-Page Two

If your staff is unable to compile this by 1st February, we will at that time, ourselves, prepare a 2,000 word statement of extracts from your public record. However, we prefer, and we feel you would prefer, that the statement be as current and as representative as possible. Therefore, we hope your staff can meet the deadline, 28 days from date.

We very much appreciate your attention to this mater. We trust that inclusion in KNOW YOUR CANDIDATES will give President Nixon a unique, nationwide, permanent forum in which to present his ideas to the intereted public.

Respectfully,


Lawrence S. Silberstein
Director

LS/ps

Enclosures:
Three copies for staff

Administratively Confidential

January 6, 1971

MEMORANDUM FOR:

LARRY HIGBY

FROM:

GORDON STRACHAN

SUBJECT:

Gallup Poll

You asked that an attempt be made to find out whether Gallup had been purchased by Muskie/Kennedy or at least the DNC.

Jim Magruder contacted Bob Teeter, who has a professional relationship with George Gallup Jr. Teeter talked with Gallup according to Magruder but could learn nothing. Magruder also had Cliff Miller contact Lloyd Free, Rockefeller's pollster who has strong connections with Gallup. Again, nothing concrete developed.

I did not call Tom Benham because he would be the third individual with tenuous White House connections. This could have been very embarrassing.

Rumsfeld is of course the correct above board contact with Gallup. I advised Dick Cheney of our suspicions on December 20. He discussed them with Counsellor Rumsfeld before Rumsfeld's lunch with George Gallup Jr. on December 29. Cheney doubts that Rumsfeld has called Mr. Haldeman with a report on that luncheon.

GS:lm

January 4, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: COLEMAN HICKS

FROM: GORDON STRACHAN

In addition to Dr. Kissinger, Henry Salvatori, Herb Kalmbach, and yourself, those on the attached list have accepted the invitation to the luncheon on January 5 at Perino's; Henry Salvatori will act as host.

Attachment

GS:kb

NAME**BRIEF DESCRIPTION**

George Hearst	Newspaper Publisher
Jack Wrather	Wrather Corporation, Contributor and Supporter
Fritz Burns	Real Estate, Supporter and Contributor
Fred Hartley	Contributor and Supporter, President of Union Oil
Bill Deheny	Oil, Contributor and Supporter
Charles Cook	Automobiles, Contributor and Supporter
Harry Volk	Chairman of Union Bank
Malcolm Glure	Publisher of Santa Monica <u>Outlook</u>
William Simpson, Jr.	Contributor and Supporter, Construction
Justin Dart	President of Dart Industries, Contributor and Supporter
Roy Crocker	Chairman of Lincoln Savings, Contributor and Supporter
Kenneth T. Norris	Norris Industries, Contributor and Supporter
Charles Thornton	Litton Industries
Robert Bauer	Oil, Global Marine
Ross Barratt	President of Foster and Kleiser

<u>NAME</u>	<u>BRIEF DESCRIPTION</u>
Asa Call	Pacific Mutual Life
Phillip Walsh	Contributor and Supporter
Carl Hartneck	President of Security Pacific National Bank, Contributor and Supporter
Arnold O. Beckman	Chairman of Beckman Institute and Chairman of the Board of Trustees of California Tech
John Wayne	Actor
Clement Hirsch	Contributor and Supporter
Sam Bowiby	Bank of California, Oil, Contributor and Supporter
Joe Hume	San Francisco, Contributor and Supporter
Ed Gauer	Ross and Atkins, Contributor and Supporter
Leland Kaiser	Kaiser Industries, Contributor and Supporter
Charles Thomas	Former Secretary of the Navy
John Kinucane	Contributor and Supporter, Oil
Edwin Johnson	Contributor and Supporter, Financial Federation, Inc.
Frank White	President of Knotts Berry Farm
Tex Talbert	Insurance, Contributor and Supporter

NAME

BRIEF DESCRIPTION

J. R. Finor

Finor Industries, Contributor
and Supporter

Helmes Tuttle

Automobiles, Contributor and
Supporter

Forrest Shumway

President of Signal Industries

Mills

Contributor + Supporter

GS:kb

ADMINISTRATIVELY CONFIDENTIAL

January 28, 1972

MEMORANDUM FOR:

KEN KHACHIGIAN

FROM:

GORDON STRACHAN

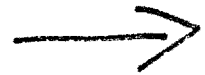
You probably noticed in this morning's news summary (copy of article attached) the Maine Times editorial which rips into Muskie regarding the deception in his T. V. announcement. You and Mr. Buchanan may already be working on the most profitable use of this home state criticism of Muskie. I would be interested in discussing your plans.

GS:car

Marianne Means says feeling among Dems at all levels is that Muskie has the nomination "locked up." His "well-orchestrated string of endorsements" and momentum has been "dazzling" and nobody else can claim the variety and quality of support he can. Muskie's "greatest psychological coup" is Woodcock and Wurf support. "There's not much enthusiasm" for Muskie, but not real objection either, " is the general Dem assessment.

Back

After sharply rapping RN's VN bombings, the Maine Times derides Muskie for "deception" in his TV announcement. Muskie was not "home" but at his beach cottage. A small, but significant deception, (to make a house a home), but along with the pancake makeup, a speech "full of platitudes" prepared by speechwriters, the real Muskie "has gone," replaced by a political package. Muskie has made it clear he is silencing his own convictions about VN, waiting to see it it will be a campaign issue. Muskie will probably get the nomination, says the Maine Times, because the professional pols and delegates "have also accepted deception as necessary," but the voters don't, and the writer now looks toward McGovern.



Administratively Confidential

January 27, 1972

MEMORANDUM FOR:

KEN KHACHIGIAN

FROM:

GORDON STRACHAN

SUBJECT:

Ralph Nader/McGovern

You probably noticed this morning that Ralph Nader all but endorsed George McGovern and said that Senator Edmund Muskie would be no better than President Nixon. It might be valuable to get Nader's exact quote, especially if Muskie ends up as the nominee and begins arguing that he is the great consumer advocate.

Just a thought.

GS:lm

Administratively Confidential

January 20, 1972

MEMORANDUM FOR:

KEN KHACHIGIAN

FROM:

GORDON STRACHAN

SUBJECT:

Muskie

In this morning's paper, two excellent opportunities seem to be presented. I have attached a copy of the article describing McGovern's detailed description of plans to cut the Defense budget by \$33 billion. In light of the questioning that Muskie received on "Meet the Press" on Sunday regarding his plans to cut the Defense budget, McGovern's proposals might be used to push Muskie further left.

Another item is the picture of Muskie with Henry Fonda opening his headquarters. It would seem to me that if Henry, Jane and Peter Fonda were linked with Muskie it would also push him further left.

These are just a couple of thoughts that you might want to consider and ask Mr. Buchanan's advice on.

GS:lm

McGovern Asks Defense Cut Of \$33 Billion Over 3 Years

By Michael Getler

Washington Post Staff Writer

Establishing himself clearly as a presidential candidate willing to make the biggest cuts in military spending to finance domestic programs, Sen. George McGovern (D-S.D.) yesterday unveiled a detailed plan to trim some \$33 billion from the Pentagon's budget over the next three years.

In an apparent dig at other candidates who have talked of defense cuts but only in vague terms, McGovern told a news conference that "every candidate for the presidency has promised new priorities—new money for such urgent problems as educating, housing, transportation, environmental protection and poverty."

"But whether they come from candidates or Nixon apologists," McGovern said, "those descriptions are no more than empty talk without a plan to find the funds to make them possible."

Reports on Deficit

McGovern's "alternative defense posture" comes amid reports that the Nixon administration's Fiscal 1972 budget deficit will be close to \$40 billion, and about five days before the Fiscal 1973 budget request—expected to include about \$83 billion for defense—goes to Capitol Hill.

"Where is the money going to come from?" he asked. "How can they talk about Letter housing and aid to the poor?"

Presidential politics aside, some of the proposals put forth by McGovern have already been voted down by Congress when they came up as amendments to this year's military spending bill. Chances for any of the major proposals moving through Congress in this next session are rated as slim by experienced observers.

Claiming that his plan would cut the budget 40 percent and still leave the United States with enough nuclear and conventional forces "to fully protect this country against external threats of any kind," McGovern proposed:

- Scrapping the Safeguard ABM system as ineffective. He charged that the President's use of the anti-missile network as a "bargaining chip" at the SALT talks amounted to "using negotiations as an excuse to buy more than we need."

- Cancelling the Air Force's proposed B-1 bomber and working instead on improving existing planes.

- Halting deployment of

MIRV-style multiple warheads on U.S. Minuteman and Polaris ICBMs because the Russians haven't built the massive ABM network that these warheads are meant to defeat.

- Cutting back the Navy's fleet of 15 aircraft carriers to six as the most that are needed to protect U.S. shipping and for an occasional show of force. Against the Soviets, McGovern maintains, the carriers are too vulnerable, and 15 are not needed to handle other contingencies.

- Cancelling the Air Force's new F-15 fighter project and start work instead on a smaller, lighter, less costly plane or improving the existing F-4 Phantoms.

- Cancelling the Navy's new F-14 fighter and work instead on a simpler plane used primarily for air-to-surface attack.

- Cutting back overall U.S. military manpower from the almost 2.4 million men currently planned for next year to just above 1.7 million, the lowest since 1950.

- Reducing the Army from 13 1/3 combat divisions to 10, and the Marines from three divisions to two. This could lead, in McGovern's view to "leaner, tougher forces," with "a significant net improvement in overall fighting capability" by cutting back on excess support troops and an "oversized pool of officers."

- Reducing the 300,000-man 4½-division U.S. garrison in Western Europe to 130,000 men in two divisions. McGovern contends the NATO-Warsaw Pact balance of power is not nearly as bad as some military analysts make it look.

- Ending inter-service rivalry over who provides close air support to ground troops by building only the Air Force's new AX attack plane and cancelling the Army's Cheyenne helicopter and the Marines' purchase of the British-built Harrier.

- Using all six aircraft car-

rier-based patrol plane. Mc-sub-hunting roles, thereby cancelling the Navy's new S-3 carrier-based patrol plane. McGovern says it can be done better using shore-based planes.

- Withdrawing the one remaining U.S. division from South Korea because that nation can defend itself against North Korea.

- Removing all U.S. ground and air forces from Southeast Asia including the air bases in Thailand, upon condition that U.S. prisoners of war are released.

- Expanding the U.S. nuclear attack submarine fleet from the currently planned force of 69 to 84 to deter Soviet interference on the high seas.

- Cutting several hundred planes out of the 600-plane U.S. bomber force, leaving about 200 of the latest model B-52s and FB-111s.

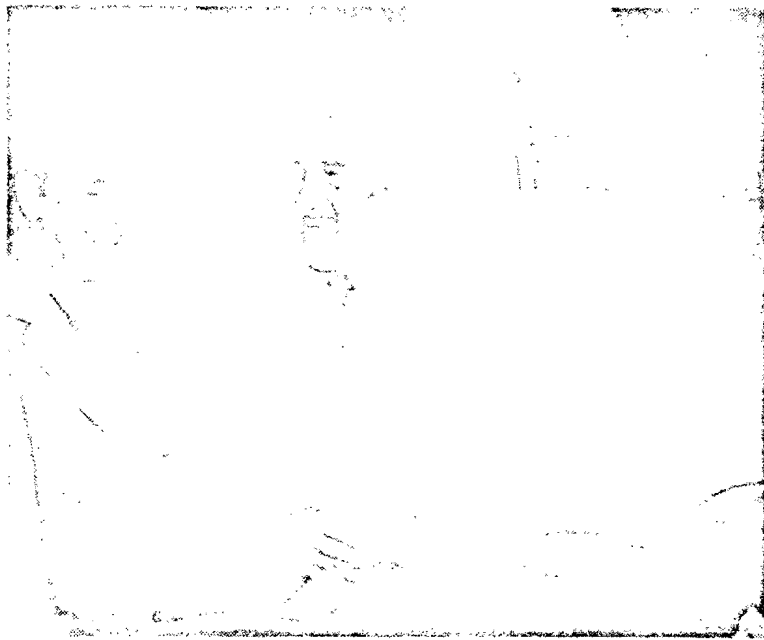
- Mothballing the 54 U.S. Titan ICBMs, and relying on the 1,000 Minuteman ICBMs and especially the 41 U.S. missile-carrying submarines to provide the necessary nuclear deterrence.

- Trimming military research and development from today's roughly \$8 billion to about \$5.5 billion.

In sum, McGovern said his alternative defense plan would cost about \$54.8 billion in Fiscal 1975. He compared that with the current defense budget—roughly \$77 billion—which he estimates, using the same sliding economic scale, will cost about \$87.3 billion in three years.

Despite the size of the cuts and the senator's acknowledgment that "China and Russia will remain actively hostile to U.S. interests," McGovern concludes:

"It would seem to me that any person other than a lunatic would be deterred from attacking us with the nuclear and conventional forces retained in the alternate defense budget."



By Bob Burchette—The Washington Post

Henry Fonda and Sen. Edmund Muskie cutting the ribbon.

RITUAL FOR MUSKIE

By John Carmody

In one of the more conventional rituals of an election, a ribbon-cutting ceremony took place yesterday at the "Muskie Election Headquarters" here.

Sen. Edmund S. Muskie, the Maine Democrat currently considered the front runner for his party's presidential nomination, told a lobbyful of supporters that

they ought to tie the ribbon together instead of cutting it. He said this would be a symbol of what is needed in a country under the leadership of President Nixon. The crowd liked that.

Sen. Muskie and actor Henry Fonda participated in the ceremony in the eight-story headquarters at what will be known as "1972 K St. NW," at least until the July convention.

When he had a little trouble with the scissors, somebody shouted "Use the Hubert Humphrey technique—a quarter of an inch at a time."

This prompted Sen. Muskie to say that there'll "be no Humphrey techniques—we want to win this election." The crowd, which was composed mostly of young people here to launch the

See MUSKIE, C10, Col. 1

Administratively Confidential

January 31, 1972

MEMORANDUM FOR:

HONORABLE JOHN N. MITCHELL
THE ATTORNEY GENERAL

FROM:

GORDON STRACHAN

Bob Haldeman asked that this material on Bob Finch's plans in California be forwarded to you.

GS:lp

THE WHITE HOUSE
WASHINGTON

Date: Jan. 28

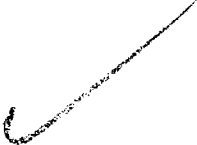
TO:

H.R. HALDEMAN

FROM:

GORDON STRACHAN

This should be sent to the
Attorney General.



THE WHITE HOUSE
WASHINGTON

Date 1-31

For HRC 14

From John Ehrlichman

JAN 21

Frederick P. Lyte

2210 ORLANDO ROAD
SAN MARINO, CALIFORNIA 91108

January 20, 1972

Mr John Ehrlichman
The White House
Washington, D C

Dear John:

I thought that it might be valuable to you to pass along my thoughts on the 20th Congressional District Campaign which is starting to shape up. As you know, this district has been represented by H Allen Smith and covers parts of the Pasadena area as well as portions of the Eastern San Fernando Valley around Glendale. It is fundamentally a Republican district and so the real battle probably will be in the primary.

Two years ago Bill McColl gave John Rousselot a tough battle in the 24th Congressional race, losing by only about 150 votes in the primary. Bill has just announced his candidacy in the 20th Congressional District and Rousselot will run in the 24th. Other possible Republican candidates mentioned for the 20th District are Bob Finch and State Senator Richardson of Arcadia. Richardson is an extreme conservative which will appeal to a certain group of voters in this district in places such as Glendale and Eagle Rock.

It would be a shame to see a rerun of the 1970 primary when the two moderate candidates (Hillings and McColl) split the vote, allowing Rousselot to win. For this reason I feel that the entry of Finch into the 20th District race would not be to the best interests of the Republican party since we already have an attractive candidate there in McColl.

McColl will be a tough candidate. He almost won last time with an amateur organization and relatively small funds. He has a cadre of enthusiastic people who worked with him in this last campaign, myself included, and we think that we can avoid some of the mistakes which were made last time. Furthermore, Bill is a very attractive candidate personally and now is a political "name" which he really wasn't when he started the 1970 campaign. In a head-to-head race with Richardson Bill definitely would win; in a three way race with Finch and Richardson it could be very close, with the possibility that Richardson could squeak in like Rousselot did.

Mr John Ehrichman

-2-

January 20, 1972

The likelihood is that Richardson will run. I don't know about Finch. McColl is in the race to the finish.

I hope that this information may be helpful to you in appraising what is happening out here. We would hate to see a lot of money and energy spent in a battle for a safe seat, particularly if two attractive candidates neutralize each other and permit a third candidate not representative of our views to win.

Best regards

A handwritten signature in cursive script, appearing to read "Fred".

THE WHITE HOUSE
WASHINGTON

Date: Jan.28

TO: H.R. HALDEMAN
FROM: GORDON STRACHAN

This should be sent to the
Attorney General.



THE WHITE HOUSE
WASHINGTON

Date 1-31

For HRC 14

From John Ehrlichman

January 25, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

New Mexico Primary

Attached is a copy of a letter from the Secretary of State of New Mexico to the President regarding the New Mexico Primary. The original letter has been delivered to Harry Dent. Am I correct in assuming that you will be working with Harry Fleming and Harry Dent in preparing the President's response?

Please let me know if you need anything else from us.

cc: John Campbell

THE WHITE HOUSE
WASHINGTON

Date:

TO: GORDON STRACHAN

FROM: John Campbell

For your information: ✓

Comments:

original sent
to Tommy Ault. You may
wish to send other
copies.

State of New Mexico

Office of the Secretary of State



Betty Fiorina
Secretary of State ✓

Santa Fe, New Mexico 87501 ✓

Ruben Miera
Assistant

January 20, 1972

M
The Honorable Richard M. Nixon
United States President
White House
Washington, D. C.

Dear President Nixon:

Since you are considering a second term as President of the United States, I am enclosing a copy of Chapter 39, Laws of 1969, State of New Mexico.

The following are the most significant dates to be considered by a Presidential candidate who wishes his name placed on the New Mexico Primary Election ballot:

- FEBRUARY 11, 1972: 8:30 A.M. - Presidential Primary Nominating Committee will convene in the Office of the Secretary of State.
- FEBRUARY 14, 1972: 5:00 P.M. - Deadline for Presidential Primary Nominating Committee to certify to Secretary of State names of candidates for office of President of the United States.
(Chap. 39, Sec. 4, Laws of 1969)
- FEBRUARY 15, 1972: Secretary of State shall begin to notify each Presidential candidate who has been nominated by committee, in writing by registered mail, return receipt requested, informing him that his name is to be printed on the New Mexico Primary Election ballot.
(Chap. 39, Sec. 6, Laws of 1969)
- MARCH 15, 1972: Secretary of State receives Presidential nominating petitions until 5:00 P.M.
(Chap. 39, Sec. 5, Laws of 1969)
This is the 30th day following nominations by committee.

The Honorable Richard M. Nixon
January 20, 1972
Page Two

MARCH 16, 1972:

Secretary of State shall begin to notify each candidate who has been nominated by petition, in writing by registered mail, return receipt requested, telling him that his name is to be printed on the New Mexico ballot.
(Chap. 39, Sec. 6, Laws of 1969)

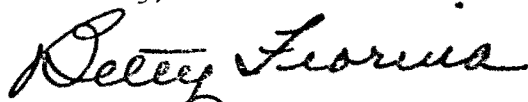
NOTE:

Within 15 days after receipt of the notification from the Secretary of State, a Presidential candidate shall furnish a filing fee of \$500.00 if he wishes to have his name placed on the New Mexico Primary Election ballot.

Our Primary Election calendar will be completed in the near future, at which time a copy will be forwarded to you.

Please do not hesitate to call upon me for any information that I can furnish to you concerning New Mexico elections.

Sincerely,



BETTY FIORINA
Secretary of State

BF:prm

Enclosure

cc: Presidential Preference Primary
Nominating Committee

January 25, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT;

Young Voters

Riets' youth report on registration drives conducted in California, Florida and New Hampshire was read with considerable interest. However, it was requested that the efforts in these areas be increased significantly. Would you get together with Ken Riets and let me know your plans in this area. Bob will be covering the same matter with the Attorney General, so you will probably receive this request twice.

GS:lm

January 11, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: JEB MACGRUDER
FROM:
SUBJECT: Campaign Activities

MS
Is this on track?
L.

What is happening with our effort to start to get good trial heat polls out of colleges and high schools.

We need to try to develop an effort here on both counts, particularly going for some high school support in New Hampshire so we don't get all negative stories.

It is ridiculous to let the McCloskey people get the kind of story they get out of the one high school poll which was obviously a heavily loaded operation.

Perhaps we should try one high school in New Hampshire and maybe one college to test operations since the overall effort has zero results today. See if we can't generate out of each one of these a major effort and if that effort is productive, get several other schools doing the same thing and get some polls out on them.

On a different subject, we now need to see that there is a maximum interest developed in the Democratic primary and try to get all the news media focusing there instead of on the Republicans.

One line we should be using is "because of the lack of significant competition in the Republican primaries, we don't expect any large vote turn out".

LH:kmt

January 18, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

Direct Mail and Florida

I noticed in the plans for the direct mail operation in Florida that there will be no "special issue mailings to individual voters". As you know, the subject of target mailings to target voters has been discussed in most of the Campaign Strategy Group meetings. In fact, much of the discussion centered on the advisability of target mailings in Florida because there were a few identifiable groups such as "Spanish Speaking" and "Old Voters" that could serve as a test for the general election effort. I have not been asked for any elaborate explanation of why the strategy has been changed. I am just curious. Could you give me a call at your convenience?

cc: Dwight Chapin
Bob Marik

GS:lm

January 11, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

High School and College Polls

As I mentioned to you and Ken yesterday, there is considerable interest in making sure that college and high school polls in New Hampshire proceed correctly. Ken mentioned that he would arrange a high school poll within two weeks. In addition, the colleges that he has selected for February polls should have target dates set.

In light of all the publicity that McCloskey got on that one high school poll, it has been requested that you work directly with Ken Riets to assure that our high school and college polls proceed quickly with little chance of error.

Thank you.

cc: Ken Riets

GS:lm

January 11, 1972

MEMORANDUM FOR: JEB MAGRUDER
FROM: GORDON STRACHAN
SUBJECT: Campaign Activities

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We need to try to develop an effort here on both counts, particularly going for some high school support in New Hampshire so we don't get all negative stories.

It is ridiculous to let the McCloskey people get the kind of story they got out of the one high school poll which was obviously a heavily loaded operation.

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On a different subject, we now need to see that there is a maximum interest developed in the Democratic primary and try to get all the news media focusing there instead of on the Republicans.

One line we should be using is "because of the lack of significant competition in the Republican primaries, we don't expect any large vote turn out".

GS!dg

January 8, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

Nancy Bratas - Telephone
Campaign

Nancy Bratas does not have the ability for this position. She is currently J. Erwin Miller's "political consultant" and as such disclosed much useful information to me. My concern would be that she would disclose much of our information to Mr. Miller. She is a go-getter, aggressive, and might be useful in Minnesota, but she is not of the caliber necessary for national campaign.

GS:lm

Administratively Confidential

January 27, 1972

MEMORANDUM FOR:

ROB ODLE

FROM:

GORDON STRACHAN

SUBJECT:

Telephones at 1701

You may be discouraged to learn that incoming lines (333-0920 and 333-4557) were inadequate today to handle the volume for approximately one hour.

GS:lm

Administratively Confidential

January 19, 1972

MEMORANDUM FOR:

RAY PRICE

FROM:

GORDON STRACHAN

SUBJECT:

Fund Raising Letter

Bob asked that you or one of your people review this proposed fund raising letter for substance. He believes this letter is terrible. It is typical of 10 variable letters that will be tested by our fund raisers.

It is requested that your response to this request be submitted on January 25.

GS;lm

December 21, 1971

THE FINANCE COMMITTEE FOR THE
RE-ELECTION OF PRESIDENT NIXON
Letter - Membership Card

(Card tipped on top of letter)

Dear Fellow American:

Now that President Nixon has announced that he will be a candidate for re-election, we need your help to make that re-election a reality!

This is why The Finance Committee For The Re-election Of President Nixon invites you now to join its ranks -- to help our country achieve four years of peace, prosperity, law and order, under Richard M. Nixon's continued leadership.

We need your help most urgently. The big-labor unions have pledged unlimited funds to defeat President Nixon. We have no such resources, but must depend on contributions from thousands of concerned individuals like yourself.

A contribution of \$15.00 or more will make you a member of our Committee. The card above, signed by you after you mail your check, will be a keepsake you'll be proud to own for years to come.

Why do we believe that President Nixon should be re-elected?

First, because he has brought us out of a devastating war and set us on the path to peace. *In his search for peace, the President is travelling around the globe and meeting with all major world leaders.*

When he took office, America had more than 540,000 troops in Vietnam. Today America's orderly withdrawal from Vietnam is rapidly reaching completion. We believe that President Nixon's re-election will help assure a whole generation of peace for America.

Second, we believe President Nixon deserves re-election because he has helped bring back law and order to America. The riots, demonstrations, killings and flaunting of the law that harried our country under the Democrats have been steadily reduced since President Nixon took office.

The courts are once more concerned about the rights of law-abiding citizens as well as accused law-breakers. He has appointed four

December 21, 1971

~~THE~~ FINANCE COMMITTEE FOR THE
RE-ELECTION OF PRESIDENT NIXON
Letter - Membership Card
Page 2

members to the Supreme Court -- Chief Justice Burger, Justice Blackmun, Justice Powell and Justice Rehnquist -- who can be expected to give a strict interpretation of the Constitution, and protect the interests of the average law-abiding American.

Third, we believe President Nixon should be re-elected because he has halted the runaway inflation he inherited from the Democrats, and has helped return America to a sound fiscal economy, which will mean better living for all. When he came into office, soaring prices and faltering foreign trade were creating a ruinous cost of living, and a high level of unemployment. The inflation has now been reduced through his Wages and Price Stabilization Act, and the International Monetary Agreement, which he put through. He has been responsible for an increasing prosperity, with more and more jobs available, and will continue to foster that prosperity if re-elected.

These are some of the reasons why we are supporting President Nixon -- and why we ask you to help. Membership in our Committee is open to any American citizen who makes a contribution to the Committee of \$15.00 or more. (If you can give \$25.00, \$50.00, \$100.00 or more, this is the time to do it!) Every penny that you give will be used to help re-elect President Nixon.

So please -- help us set this great crusade in motion. Send in your contribution today! After you do so, be sure to sign the Membership Card attached to this letter -- and keep it as a proud reminder that you are doing something positive to help assure President Nixon's re-election!

Cordially,

December 21, 1971

THE FINANCE COMMITTEE FOR THE
RE-ELECTION OF PRESIDENT NIXON

(CONTRIBUTION CARD)

THE FINANCE COMMITTEE FOR THE RE-ELECTION OF PRESIDENT NIXON
1700 Pennsylvania Avenue, NW
Washington, D. C. 20000

Membership Application

I want to help re-elect President Richard M. Nixon
-- to assure 4 years of peace, prosperity, law and order,
for America.

I enclose my contribution for: () \$15.00 () \$25.00 () \$_____

Please send me a receipt. (No corporation checks acceptable.)

Make check payable to: ~~The~~ Finance Committee For The
Re-Election Of President Nixon.

(Space for Stencil)

Administratively Confidential

January 12, 1972

MEMORANDUM FOR THE RECORD

FROM:

GORDON STRACHAN

SUBJECT:

Haldeman, Peter Dailey
Meeting - Campaign
Advertising

On January 12th Peter Dailey met with Mr. Haldeman to bring him up to date on the status of the advertising aspects of the Campaign since their last meeting of October the 26th.

Dailey opened with a discussion of the difficulties he has encountered in recruiting quality people to staff the in-house ad agency. There are few Republicans on Madison Avenue. However, he has identified two people to work as creative directors, one from Ogilvie and another one from J. Walter Thompson. The man from Ogilvie is an older, stable fellow responsible for \$50 to \$60 million billing. Dailey and Haldeman agreed that it would be better to have an older, stable individual rather than a young "silver bullet" because politics is a game of not making mistakes. As to the J. Walter Thompson man, Bill Seibert, Haldeman thought he was sensational. Haldeman discounted possible flak from J. Walter Thompson about another man coming to the Administration. However, Haldeman emphasized that he would not intervene with Schacht should Seibert's departure become a problem. Dailey said he could handle it.

As to people who served on the last Campaign, Dailey asked whether there was any problem concerning Ailes or Scott. Haldeman responded that Ailes was not that good as well as being a problem to deal with. Rather, Haldeman suggested that Dailey use Ailes to work for the RNC and local candidates, but not directly for Dailey. There were two reasons for this. The first concerns the fact that Ailes always wants to have high level political input in addition to making a great deal of money. He can best do this with local candidates. As to Scott, Haldeman thought he was solid and dependable. Both Haldeman and Dailey agreed that Ruth Jones probably should not be fit in because the nature of the Campaign has changed so drastically.

Dailey emphasized his theme as being one of a low level, low profile attempt to stay away from any big issues. Dailey said "we shouldn't shoot any cannons now because we don't know who the candidate will be". Haldeman agreed that the effort should be very low profile and work should be concentrated on direct mail, telephone and precinct organization. However, Haldeman emphasized that Dailey should explain to the locals the reason for this low key strategy. Dailey responded that he planned to use local agencies for placement, giving them a one to two percent share of the commissions for placement.

Dailey raised one specific problem in terms of his staffing. Dailey offered a man at a government agency more money than he was currently making because Dailey had not been informed of the rule. Dailey said he would cover this matter with Magruder and Haldeman nodded acquiescence.

In two weeks Dailey will have all of the advertising materials ready for review.

Dailey emphasized that it turned out to be much tougher to get the type of quality people he wanted than he had expected. However, he did say he had received an excellent financial control man from Bates. This man will prepare a Dailey accounting as Dailey believes that the Campaign advertising must be able to be shifted quickly to carefully chosen markets.

Haldeman said he had no quarrel with the Dailey outline. He thought the approach was exactly right and mentioned that it would probably be a good idea to not use people from the past Campaign because they have a tendency to push their own ideas, instead of following Dailey's guide. Mr. Haldeman also emphasized that in light of the power of the incumbency, we must make our case carefully. This will require a complex timing and location of media expenditures.

Haldeman asked how Magruder and the entire Campaign operation was doing. Dailey responded that he thought Magruder was doing an excellent job in a very hard spot. Dailey pointed out that he personally was receiving good input. Haldeman also noted that Dailey should not be too concerned about his staffing at this point because it is better to get the good people organized correctly.

Concerning the documentary, Dailey assumed responsibility for putting the project on hold because it was his opinion that our "ducks were not in order". There was no agreement on what we really wanted to do and had a free hand the expenditures and quality control could have gotten beyond our grasp. Haldeman agreed.

The meeting concluded after 20 minutes ^{Wolper been given} with personal references.

Dailey apparently informed Cliff Miller of the meeting just prior to coming over to meet with Bob. Dailey asked Miller to attend but Miller declined because of a prior commitment. Miller talked with Dailey about the substance of the meeting and was not concerned that he (Miller) had missed the meeting.

GS:lm

THE WHITE HOUSE
WASHINGTON

January 11, 1972

H . . .

Peter Dailey can meet with you anytime
between now and 12:00 noon on Thursday
(when he is going out of town)

Set the meeting for:

Handwritten: Wednesday
_____ Wednesday at 9:30 a.m.
(The President is scheduled
for personal time all day.)

Handwritten: O.K.
_____ Later on Wednesday.

Handwritten: O.K.
_____ Thursday morning at 11:15
while the President is
meeting with McElroy.

_____ Other

kb

Dailey

THE WHITE HOUSE

WASHINGTON

Administratively Confidential

January 10, 1972

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

GORDON STRACHAN **G**

SUBJECT:

Peter Dailey

Peter Dailey requests a 15 minute meeting with you to discuss people who worked in the advertising area in 1968. In particular, Dailey wants your assessment of Roger Ailes, Al Scott, Ruth Jones, and Carroll Newton.

Dailey also wants to review the general campaign advertising program with you. The last meeting with you, Dailey, and Cliff Miller occurred on October 26, 1971.

 K Arrange meeting

 Ask Dailey to submit requests in writing

 Other

1/11 - 1/12 anytime, ev. 1/13 at 12 noon.

October 30, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: THE RECORD

FROM: GORDON STRACHAN

SUBJECT: Haldeman, Cliff Miller,
Peter Dailey meeting -
Campaign Advertising

On October 26, Peter Dailey, who had just been hired by the Attorney General to be the Advertising Director for the Campaign, and Cliff Miller met with Mr. Haldeman for one hour to review difficulties in advertising from the '68 Campaign and Bob Haldeman's views about advertising for the 1972 Campaign.

Cliff Miller opened the meeting by saying that his purpose was to introduce Peter Dailey to all the "players" in the middle level strategy group (Dick Moore, Harry Dent, Len Garment, Jeb Magruder, Bob Marik, hopefully Dwight Chapin and definitely Pat Buchanan).

Haldeman reviewed his understanding of the current status - that there will be a "house agency; that it is Peter Dailey's primary responsibility to build a working agency; that the agency will be funded out of Committee funds for the time being but that eventually the Agency will be fully funded from "earned commissions."

Dailey raised the point about the AAA attitude toward the house agency rebates to clients, but both agreed that after discussion with John Crichton that there would be no AAA opposition to this arrangement by the Campaign though there would be some minor legal problems. Miller mentioned the Ahmanson/Galaxie-IRS problems but Haldeman discounted that as an obvious ploy and reaffirmed his view that we would not flout the law.

Haldeman discussed Dailey's biggest job, that of staffing the in house agency. He indicated that Dailey must establish rapport with the AAAs and draw on specific talent pools. It is Haldeman's understanding, confirmed by Peter Dailey, that the agencies would "make persons available at the out of pocket cost" from the donating agency. Dailey reviewed the anchor and loan program that 1) establishes a list of agencies that really want to

make people available, and 2) that the AAAAs can send a letter asking for people who are interested.

Haldeman emphasized that it would be Dailey's responsibility to "look for who you want not for who wants to help us." He emphasized that the three top jobs that Dailey should get are 1) a creative director; 2) a media director and 3) a TV director. Each would then begin work on recruiting their own staffs. Haldeman re-emphasized the importance of recruiting quality people, so that even Doyle Dane - though generally against us - may have an individual that we want and will use.

Haldeman went on to say that the two qualifications for the individuals would be a philosophical and political commitment to our cause and then top quality individuals.

Haldeman said that we would have to avoid automatically the turning to the people that have worked in previous Campaigns, such as Ruth Jones to be media buyer and Newton to be a consultant. He did not rule these people out but just urged Dailey to be careful.

Haldeman directed Dailey to contact Len Garment about who should be visited by Dailey at Fuller, Smith as well as all other people involved in advertising in 1968.

Dailey said he is basically pursuing people which will give him group security and good flexibility. Dailey also suggested that he may keep the key spot as our people, but go outside to contract individually for certain creative groups at approximately 2-3%. He suggested going outside for these groups because he is concerned about obtaining operational level people who have worked together before. Dailey would retain creative control at the top but use operational people outside.

Haldeman agreed and suggested that it would probably be best to have very few people in Washington. Only Dailey's immediate group - not most of the advertising staff - would be located here. This would not only be cheaper but would enable Dailey to retain more effective control, by being the man in Washington.

Dailey emphasized his five goals: security, tight control, fiscal responsibility, maximum flexibility, and return of commissions.

Haldeman said the first thing we should get is a number one business man to ride herd on money. This individual would be Washington based and tough.

Dailey emphasized that we can make the President a hero, but Haldeman said that the people around the President can't see him as a hero. These people must be made to realize that millions of Americans have never seen any President of the United States and he can appropriately become a hero.

Haldeman said that there is hero potential in the trips to China and Moscow, because the networks are more interested in these trips than in the moon landing, and now the Chinese have agreed to ground station and satellite coverage so that color events in the morning from 9-11 will be a prime time, 7 o'clock on the West coast and 10 o'clock on the East coast. In the meantime, the Democrats will be sloshing around in New Hampshire which is such an incredibly degrading place to have to campaign.

Haldeman said that most of the campaign money should be put into organizational work in precinct, stuffing mail boxes, dragging voters to the polls rather than buying media time.

Dailey said what we need, however, is an instantaneous controlled response to current events.

Dailey will join the staff full-time on December 1. He will leave his family in Los Angeles, though take an apartment here.

Shell
Part
Issues
Group

Haldeman said that when you (Peter Dailey) get back here it is "terribly important that you be included in everything - all strategy stuff - and political meetings."

Miller said that advertising, research and PR would all be included in the middle level strategy session.

Haldeman turned to GS and said that Peter Dailey should attend any political meeting regardless of what it is and what it relates to both at the Committee and here at the White House.

GS:elr

FU - Dec. 1 - Peter Dailey with cc of this memo.

1/12

H, Dailey, G

O - Few Rep's on Madison Ave,
but proceeding w/ recruiting

- 2 creative dir's - 50 mil at

① Ogilvie - organized

- H: leave of absence for
older stable guy not
young silver bullet

② JWT - Bill Seibert ←

H → sensational - maine

- very pleasant, no prob.

H - will not see either
Schachter - little upset but

no prob

H - little coverage for JWT

H - will do no pushing on JWT

D - Last campaign people -

any pol prob w/ selling of P -
Ailes? or Scott?

H → not that good + a prob to deal
w/ - have him work RNC +
local cand's but no for P;
loves to get into political

H - all Scott - solid + dependable

H + D - Ruth Jones: doesn't fit
deep low profile on issues

D - pool is a game of mistakes
H agree, low profile, grass roots
- material local in St for primaries
- stay away fr/ big issues.
- don't shoot canons bec/
don't know cards

H-D - low profile on ads
more work on dir mail,
telephone, etc

H - bring locals into low key strategy

D - use local agencies for
placement + 1-2%

- staff aboard late pool bec/
issues moving off.

H word D - prob on paying more than
making at agency

D will cover w/ JSM

In 2 weeks, Feb 1 all materials

D - tougher to get people we want
than expected.

D - financial man fr/ Bates

H - no quarrel w/ D outline, approach
exactly it, genily don't use people
fr/ past bec/ push their own ideas
- no on files but tie in w/ local cards

- H - Dems have broader field of
gd creative / public people
to draw on - ∴ we must
best present our case on
the power of incumbency
 - D - astute use of media -
subtlety in buying - not
creative is most effect
 - H - complex timing + location of \$
 - D - balance every day fin to
be able to cut + divert
-

H - how is JSM doing

D - JSM doing excell job in
hard spot

- receiving good input

H - don't be concerned about
staff, get good backup

D - document - on hold

H not
beef ducks - not in order
but no agree on what
really wanted done;
not as soon but
better + cheaper.

- having 30th bet O + P - Wegner's house,
house + privacy; LA etc.

Administratively Confidential

January 10, 1972

MEMORANDUM FOR:

KEN RIETZ

FROM:

GORDON STRACHAN

SUBJECT:

**ORC Presentation on Youth
Polling Results**

As we discussed on the telephone this morning, Joe Goeke of Opinion Research Corporation of Princeton, New Jersey has just prepared a summary presentation of poll information from Harris, Gallup and ORC about youth attitudes. He is scheduled to be in Washington on January 24th to present this information to you and a group selected by you. I would think that you would want to include Counselor Finch, Jamie McLane, Doug Hallett, Ken Smith and others charged with personal responsibility in the youth area. You might also want to arrange to have Bob Teeter present so that he could challenge and follow-up on polling representations by Joe Goeke. As to the location of the event, I would assume it would be best at 1701.

This could be a very effective meeting if you have all of your people primed to press for the specific answers that they are always requesting from "polls". You can contact Joe Goeke at (609) 924-5900 about the specifics and refer to his conversation with me.

Would you please let me know how this project is progressing and in particular I want to know who is to be invited and who will in fact attend.

Just a thought, but should the Youth Advisory Commission (Senator Brock et al.) be the sponsoring group?

cc: **Job Magruder**
Dick Howard

GS:lm

Opinion Research Corporation

NORTH HARRISON STREET, PRINCETON, NEW JERSEY 08540

telephone: 609/924-5900

CHICAGO • LONDON • LOS ANGELES • NEW YORK • SAN FRANCISCO • WASHINGTON, D.C.

LR -
Put
up early
on my
memo
to Riets

JOSEPH R. GOEKE
Vice President

January 7, 1972

Mr. Gordon Strachan
The White House
1600 Pennsylvania Avenue
Washington, D.C.

Dear Gordon:

This letter is to confirm our meeting on Monday, January 24,
to present our youth material.

Harry O'Neill and I will be coming down the night before.
We will be staying at the Sheraton-Carlton if you should
have to reach us the night before; we will probably be
arriving late Sunday night.

We would appreciate it if you could schedule the meeting
as early in the morning as possible. Harry and I would
like to make other appointments for the afternoon while
we are in the area.

Please give me a call as soon as you can confirming the
time for the presentation.

Best regards.

Sincerely,



JRG:sha
cc: Harry O'Neill



January 27, 1972

Dear Mr. Silvester:

Mr. Haldeman has asked me to thank you for your recent letter dated January 20, 1972 offering to help re-elect the President.

He has requested that your letter and resume be forwarded to the Committee for the Re-Election of the President which, as the title states, is a group of citizens like yourself who have begun thinking about and planning for the campaign.

The appropriate people will be in touch with you. Thanks again for your offer of support.

Sincerely,

Gordon Strachan
Staff Assistant
to H.R. Haldeman

Mr. L.V. Silvester III
P.O. Box 52
Princeton, New Jersey
08540

cc: Rob Odle w/cc: incoming - Is this man qualified?
Bob Teeter w/cc: incoming " " " "
GS:pm

January 24, 1972

MEMORANDUM FOR:

VAN SHUMWAY

FROM:

GORDON STRACHAN

SUBJECT:

ORC Press Releases

Attached is the most recent report from L.C. Milchuk on the press releases by ORC.

Did you run into any problems developing a better mailing list for ORC with Kathy Balsdon?

GS:lm

Administratively Confidential

January 10, 1972

MEMORANDUM FOR:

VAN SHUMWAY

FROM:

GORDON STRACHAN

SUBJECT:

ORC

You will note that Bob appreciated receiving your report on ORC. Also, as we discussed on the telephone, the reports should be addressed to Mr. Haldeman rather than to me personally.

Please keep me posted on how your efforts with Len Milchuk and Kathy Baledon on expanding the mailing list proceed.

Thanks.

GS:lm

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

~~L~~
FYI

~~CONFIDENTIAL~~

January 3, 1972

DETERMINED TO BE AN
ADMINISTRATIVE MARKING

E.O. 12065, Section 6-102

By *C. M. P. u.s.* MEMORANDUM TO: *NASS*, Date 1-7-80 Gordon Strachan

FROM: DeVan L. Shumway

SUBJECT: ORC

Good
H. Van

I had an extended conversation last week with Len Milchuk of Opinion Research Corporation. I must say, in all modesty, that we have helped this group expand its press coverage tremendously in the past six months, particularly with special and wire service pickup.

I am enclosing some reports which may be illuminating. One shows a March 15 coverage of 12,005 growing to August 28 coverage of 18.5 million based on their somewhat skimpy clipping service. (Actually with wire service pickup it's probably somewhat more extensive and the clipping service doesn't even consider radio-television coverage generated as a result of wire service use.)

However, the question really is how to get even more coverage -- in the neighborhood of 100 million -- plus radio and television mention. One suggestion is syndication. I discussed that proposal with Neal Freeman of King Features, who says he is looking for a poll to syndicate and who has held discussions with ORC. But he maintains that ORC is too closely associated with 1) the business community and 2) the Republican Party -- to be saleable by a syndicate.

Taking Neal at his word (and he should know his own business), I would like to propose an alternative -- a method of spreading the ORC poll more widely than presently without going to syndication, which means a newspaper buys the poll, a field fairly well preempted now. This plan would be an informal rather than a formal syndicate and have the advantage that we would not lose control of it. Personally, I see that as an important political advantage.

Since our one experiment worked so well (proving the old rule that a person or a newspaper will too use news it gets free) I propose that we expand the ORC poll mailings to all newspapers

around the nation, to the biggest radio news station in every major marketing area, and to all television stations. We should mail it in an ORC envelope as a press release -- and I'd be willing to bet it picks up good play. The eventual result could very well be that a syndicate will come begging; then we can sell, if we want. I have talked this over with some of my friends in the newspaper business and they think it will float.

There are two precedents that must be worked out:

- 1) Our mail service must have at least 72 hours of advance notice that a poll is coming out.
- 2) We must mail it out at least 48 hours in advance of the release date to get maximum coverage.

If I can get approval of this approach, I'll proceed to start going effective immediately. But again, Gordon, the success is going to depend on advance notice of those polls we want publicized and on cooperation of all hands.

What do you say?

Enclosure

*L - Van
redlines
this will
be tough
but it is
not a
condition
to the success
of the program*