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<td>From: Rose Mary Woods To: H.R. Haldeman RE: Local Campaign Activity. 1 pg.</td>
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<td>From: Rudolph J. Skala Sr. To: President RE: Campaign Activity. Copy of original attached along with excerpt from news article about campaign. 6 pgs.</td>
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<td>From: Joe Rivkin To: Miss Marge Acker RE: California Campaign. 1 pg.</td>
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<td>From: Gordon Strachan To: Rob Odle RE: Budget Committee Meeting Minutes. 1 pg.</td>
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John Andrews, the Chairman in Ohio, called Bob today. I took the call. He wanted to express his views regarding the suggested Get Out the Vote Telegram. He claims they have been used in Ohio many times and are quite effective. However, he urges strongly that the telegram be signed by the President. It is his view that an appropriately lofty statement could be made and it would not demean the office to send this telegram. It is my understanding that these telegrams are going out around October 15. Would you advise me of the status of this decision, as I am sure we will want to consider whether the telegrams should be from the President.

GS: car
H/FU - 10/3
 ADMINISTRATIVELY CONFIDENTIAL

September 26, 1972

MEMORANDUM FOR:        JEB MAGRUDER
FROM:                 GORDON STRACHAN

Could I have the background on this foul-up?

GS/jb
FU – 9/29
Kleindienst Loses Booking to Agnew

By Sanford J. Ungar
Washington Post Staff Writer

Attorney General Richard G. Kleindienst made a tentative campaign foray into Texas on President Nixon's behalf last night, but was cancelled out by Vice President Agnew before he could open his mouth.

Only after Kleindienst arrived in Fort Worth to address a convention of the National Association of Retired Federal Employees, did he learn that he had been replaced on their program by Agnew.

As explained by John W. Hutschen, the Justice Department's public information officer, who was travelling with the Attorney General, "the Association notified us that there was no need to have both the Vice President and the Attorney General speak."

In a telephone interview from Fort Worth, Hutschen conceded that Kleindienst, whose schedule was arranged weeks in advance, was "not happy" about the switch.

"There's no sense having a Cabinet officer fly down to Texas, only to learn that he's not speaking after all," he said.

"In a presidential campaign," Hutschen observed, "there are bound to be mix-ups." It was not clear, however, who was to blame for the confusion - the Vice President's office, the Attorney General's office, or interscheduled activities between the two.

Kleindienst to do was to de-leur to a reception given by the Federal Bar Association, of which the Attorney General was recently elected president. He had already been, planning to "drop in" there.

It was the second time in a week that Agnew had bumped another Nixon administration official from a scheduled campaign appearance. Last week, he replaced Caspar Weinberger, director of the Office of Management and Budget, in Minneapolis, also without warning to the victim.

Devan L. Shumway, press spokesman for the Nixon committee, was himself rather surprised to learn of the Fort Worth debacle. "Well, it's been that kind of a year," he said with a guffaw.

The situation was especially clumsy, since the Nixon committee had already released an advance text of Kleindienst's Fort Worth remarks in Washington.

Rather than his usual comments about the record of the Justice Department under President Nixon, the Attorney General's undelivered speech was a hard hitting attack on Democratic presidential candidate George McGovern's proposal to grant amnesty to Vietnam war draft resisters.

Hutschen said that Kleindienst's remarks - predicting that "unconscionable amnesty" would be an open invitation for you to return to the "list of Vietnam publications."
September 20, 1972

Dear Mr. Martin:

Pursuant to our telephone conversation earlier today, please forward the necessary applications for membership in the Congressional Country Club. You indicated that by applying my wife and I would be eligible for a summer membership for 1973. Any additional information you could send me on the Club would be appreciated.

The two fellows on the White House Staff with me who suggested contacting you are Jeb Magruder and Stan Anderson.

If you need anything else, please call me at 456-1414.

Sincerely,

Gordon Strachan
Staff Assistant to
H. R. Haldeman

Mr. A. E. Martin
Manager
Congressional Country Club
8500 River Road
Bethesda, Maryland

GS/jb
Bob Boyle
Both regular + wave I + II
Bob Boyle - F
ED Carter - Tried to reach H - anyone
Gallup poll - first page of post
Not in News Sum
Receiving memo -- another copy

Oct 1
Final 9/25
Begin them 9/11
PREFER to do it

5 - Dean - all out on 15th or later
Interview 9/11 - 15
99% done out by 9/15

AF
Mr. Martin - Cong + Apple
WH + Summer membership RT
365 - 1600 /
VR 1 - 20 - McG.
Apply for regular membership. Mention for 2 mem
September 19, 1972

MEMORANDUM FOR: FRED MALEK
FROM: GORDON STRACHAN

This is an example of why Bob must have that weekly materials report. Dale's last report was September 4.
MEMORANDUM

TO: Bob Haldeman

FROM: Rose Mary Woods

I am enclosing just three of many notes, calls, etc. I have been getting about the local of campaign activity in various states. It seems it is impossible for people to get bumper stickers, pins, buttons, or any campaign literature.

You might be interested in the attached letter from a man in Chicago, a copy of a Morris Ryskind column concerning California and a letter to Marje from Joe Rivkin. These are just examples of many we have been getting -- some of our friends in California are really becoming disturbed that we seem to be standing still. Others have expressed varying emotions - from surprise to shock - to find out that Robert Walker is in charge of things out there after all the problems he caused in the primary days of 1968.
Dear Mr. President:

We've been wondering when the Campaign will begin! McGovern is working, seemingly, day and night and crawling into every college, factory, club and neighborhood to peddle his trash -- and seemingly his audiences are beginning to grow. Some of those seeds are taking root!

The financial papers are worried -- as is industry generally. The public is funny -- the hippies are doing their stuff and falling for a lot of the claims McGovern is making.

One of Forbes' writers says this:

"The investment public is not so much in love with Nixon, as it is scared of McGovern! As things stand now, Nixon is ahead; but that could change. In the event Nixon wins, that won't surprise anyone, so it should not be a big price influence. In the event McGovern wins, it would be an even bigger surprise than Truman's election in 1948 -- and the market would probably decline sharply."
Now, then we mustn't let McGovern get the advantage by sitting on our hands! Seemingly the Campaign (Republican) Committee has not awakened as yet! It was said the Campaign will start after Labor Day. What's holding it up? Someone should be on the Radio and Television spreading "our" Gospel as soon as one of the "Demmie-Commies" makes his speech. It's later than you think!

Time is of the essence! We can't be too sure about Polls. We went to bed when you were running the first time, feeling sure you were going to win -- only to wake up in the morning to find out Kennedy won the works.

We asked the Campaign Committee here to supply us with envelope stuffers, stickers and other material to hand out to people. All they sent us was 4 lapel buttons and 4 car stickers. We called for more -- and they (Monroe & Dearborn Streets Headquarters) said a supply would be mailed. That's 3 weeks ago. Not a peep out of them!

Let's start the ball rolling! What about that advertising man working as your assistant? Hope you show him this letter. He should have something to say about getting on TV and the Radio.
Don't be too sure that the public is sold on the Republicans!
It has been taught to think that Republicanism is a "Plague"
-- way back to FDR's and Truman's days. Their minds are poisoned.

May I have an answer to this plea? Let's get the Campaign going!!

Urgently,

Rudolph J. Skala, Sr. /s/
Dear Mr. President:

We've been wondering when the campaign will begin! Mr. Garner is working, seemingly, day and night and cranking into every college, factory, club and neighborhood to peddle his trash - and seemingly, the audience are beginning to grow. Some of these seeds are taking root!

The financial papers are warning - as is industry generally. The public is funny - the hippies are doing their stuff and pulling for a lot of the claims Mr. Garner is making.

One of Forbes' writers says this: "The investment public is not so much in love with Nixon, as it is scared of Mr. Garner! As things stand now, Mr. Garner is ahead, but that could change; in the event Mr. Nixon wins, that would surprise anyone, so it should not be a big price influence. In the event Mr. Garner wins, it would be an even bigger surprise than Truman's election in 1948, and the market would probably decline sharply."

Now, then we must let Mr. Garner get the advantage by sitting on our hands! Sensibly, the Campaign (Republican) Committee hasn't awaited your word yet! It was said the campaign will start..."
after Labor Day. What's holding it up, someone should be on the radio and television spreading our gospel as soon as men. The people connive makes it speak! It's better than you think!

Time is the essence! We can't be too sure about polls. We went to bed when you were running the first time, feeling sure you were going to win — only to wake up in the morning to find out Kennedy won the week.

We asked the Campaign Committee to supply us with envelope stuffers, stickers, and other material to hand out to people. All they sent us was 4 lapel buttons and 4 car stickers. We called for more — and they (Maurie, Dembom, the headquarters) said supply could not be secured. That's 3 weeks ago. Not a peep out of them!

Let's start the ball rolling! What about that advertising man working on your assistant? Hope you show him this letter. He should have something to say about getting our TV on the radio.

I don't see that the public is as interested in the Republicans. They have been taught to think of Republicanism as "Plague" — way back to the 3 Rs and Tumore's days. Their minds are formed.

May I have an answer to the plea? Let's get the Campaign going!!
Last May, in New York for a look-see, I exchanged notes with an Eastern political observer.

At the time, we agreed the 1972 race was unpredictable: that it might prove an electoral runaway—for either party—or be as close as the 1960 and 1968 elections. It was clear Nixon would pick up many Demo votes, but the 18-21 set seemed so overwhelmingly against "Nixon's war" that we thought they might prove the deciding factor in many states.

A lot of polluted water has passed over the dam since then, and this past week I've had a chance here in California to talk with a number of politicians and labor leaders. And here's the gist of what they said:

The GOP, pointing to the polls, radiates confidence. In fact, some are so sure that they're planning for 1976, with both liberals and conservatives ready for the battle for control of the party. If Nixon is reelected, there is certain to be an internecine struggle for the right to name the GOP ticket.

Indeed, the first round was fought in the convention when the liberals endeavored to get additional delegates for the big urban states, thus effectively exercising a veto power over the more conservative smaller states—somewhat reminiscent of a similar situation at the Congressional Convention of 1789.

But this attempt lost too—to the discomfiture of liberal Charles Percy of Illinois, who has already tossed his hat into the ring for 1976. Indeed, he couldn't carry his own state for his resolution, the final vote being 58 to 8 against it. And here's a tidbit I gleaned about that:

Illinois, you'll recall, passed on that motion originally. The reason, I'm told, is that the caucus had gone against Percy, 57 to his lone "aye." Indeed, he then pleaded with the other delegates to let him make a better public showing, and finally got seven to change their votes.

It was a solid conservative victory, and it made clear that traditional grass-roots conservatives were not going to let the GOP be taken over by the Ripon Society, which is the Tweedledum to the ADA Tweedledum that controls McGovern.

Interestingly, I learned that the Democrats—at least the conservative ones—were more antagonized by McGovern's appointment of Bella Abzug to co-chair one of his committees than almost anything else.

Indeed, most of them quoted a phrase liberal Demo Emanuel Celler had coined about her aggressiveness: "I cannot repeat it here, this being a paper and not a current film. But come around and I'll whisper it to you."

And Geo. Meany, the Calif. labor boys tell me, hit into McGovern at the AFL-CIO convention with some invective that made Cicero's attacks on Catiline seem tame. It isn't printable, however; and if the GOP boys don't use it they're missing a good bet.

A good bit of labor, especially here in California, will not for Nixon, as will other segments usually in the Demo camp. But, nevertheless, I know the President will make a special effort here.

He'd better. For, if the race is close, this state's electoral slate might decide it. And, despite the switches—one GOP bell-ringer in one day found 40 Democrats out of 100 he interviewed who said they'd hold on to 1972 that long—"the fact remains the Demo registration is now 3 to 1 over the GOP. And continues to mount at that pace, principally because of the 18-21 group."

One analysis I saw showed that some 40 per cent of youngsters from 18-21 households are registering for McGovern, and that makes me think we need some countering.
September 7, 1972

Miss Marge Acker
The White House
Washington, D.C.

Dear Miss Acker:

As I explained to you, I am deeply concerned with what's going on in California regarding our campaign and the strong inroads the opposition has made. It is either complacency or improper creative thinking.

McGovern came in here and I never saw such immense press, television, endorsements and so forth. I dislike being a heavy, but I must pass this on so something can be done immediately. I watch talk shows, television, read everything and wherever you turn there is either McGovern or one of his workers, but nothing from our group. As we know, this is an extremely important state for the President. I have talked to several people who are for the President and big contributors who feel exactly as I do.

There seems to be no fire or guts or anything going for us here of any substance.

I dislike being the bearer of bad news, but I urge you to pass the above information on to the proper people. As you well know, my dedicated interest is to President Nixon's reelection.

Kindest regards.

Sincerely,

Joe Rivkin

/jp
Pursuant to our conversation last Tuesday, would you have Caldiero submit an update on the Celebrities situation? Also, a description of his participation in the formulation of the Newsweek article as well as whether a letter describing the errors and inaccuracies should probably be included.
September 14, 1972

MEMORANDUM FOR: FRED MALEX
FROM: GORDON STRACHAN

I leave it to you as to how to convey Bob's comment to spur on Gorton and Meyers. They really have done a hell of a job. I am personally familiar with Gorton's work.

GS:car
MEMORANDUM FOR: CLARK MacGREGOR
FROM: FRED MALEK
SUBJECT: College Recruiting

Attached is a report from our college recruiters on their first few days of activity. As you can see, over 20,000 students have already been recruited, and most schools have not even started as yet. I am pleased with the results and will continue to push for added recruits.

Attachment
MEMORANDUM

MEMORANDUM FOR: KEN RIETZ
FROM: GEORGE GORTON 
ED MEYERS
SUBJECT: College Recruitment Since School Opened

September 6, 1972

As you know, our first big push to recruit workers on campuses begins the first day of school. While most colleges will not open until the third week of September or later, a few have, and the "Young Voters" were there. We will cover 80% of all campuses in 14 key states, as well as the major campuses throughout the nation.

Following are the results of our activity on some campuses that are now open. These results reflect 1 to 3 days effort in a membership table situation and are not indicative of the support we will have after we have canvassed the schools. One hundred volunteers should be considered excellent for the beginning effort at most schools, as it is substantially higher than normal working support for a Republican candidate. Total number of students recruited since the Fall semester began is in excess of 20,000.

We have instructed our people at schools near cities participating in the Sept. 16th voter canvass kick off to hand each new volunteer a mimeographed invitation to work with us on the 16th.
Texas:  
U. of Texas-Austin - 2,000  
Texas Tech. - 400  
SMU - 300  
North Texas State - 200  
U. of Texas-Arlington - 60  
Texas Christian U. - 200  
Rice U. - 200  

New York:  
Albany State - 50  
Geneseo College - 117  
Colgate U. - 124  
Cornell - 80  

California:  
U. of San Francisco - 200  
College of San Mateo - 200  

South Carolina:  
U. of South Carolina - 3,000  
(1,500 in one day)  

Wisconsin:  
U. of Wisconsin-Madison - 400  
Marquette - 300  
U. of Wisconsin-Whitewater - 125  
U. of Wisconsin-Eau Claire - 100  
(Many others recruited 20-90)  

Delaware:  
U. of Delaware - 102  
Wilmington College - 73  

Utah:  
Brigham Young University - 250  

Maryland:  
U. of Maryland - 120  

Indiana:  
Indiana U. - 300  
Ball State U. - 150  
Purdue U. - 150  
Notre Dame U. - 100  

Tennessee:  
Memphis State - 900  
Middle Tenn. State U. - 250  
U. of the South - 1,000  

These figures are based on one to three days effort and do not reflect strength anticipated subsequent to the canvass. The total number recruited so far this fall, including many campuses not listed above is in excess of 20,000.
MEMORANDUM FOR: JEB MAGRUDER
FROM: GORDON STRACHAN
SUBJECT: "Letter from Monday"

September 26, 1972

You will notice Bob's comment on the note you asked me to dictate to him concerning "Letter from Monday". Is there any way to get this publication changed?

GS/jb
FU - 9/29
The attached Letter from Monday has been revised. Magruder feels it is more readable, but still has not made it out of "one of the ten least read documents of all time."

1701 is not paying for the Letter from Monday so has trouble exerting editorial control.

It is no improvement at all.
August 30, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: JEB S. MAGRUDER
SUBJECT: "Letter from Monday" Newsletter

Effective today, we have curtailed all use of "Letter from Monday" as it is currently designed, and we have no intention of re-instituting such a newsletter. However, because there is some very good material available we probably will revise the format of the newsletter and distribute it separately to the same mailing list. We will keep you informed as our ideas develop in this area.
It is becoming clearer as the 1972 presidential campaign progresses that Sen. George McGovern and his staff operatives are demonstrating a capacity for non-leadership.

On the basis of reports by his staff, Senator McGovern has been quick to put forth a number of programs—for example, his income redistribution plan. And he has had to be very quick to withdraw them when it was pointed out that they did not stand the light of day.

In short, the Senator’s staff has shown a remarkable facility for thinking up radical programs but no facility at all for compiling workable programs. And the candidate himself has demonstrated an interesting—and frightening—quickness for accepting his staff reports without further consideration.

His suggestion for defense budget cuts is a case in point.

The basic error in the McGovern thinking is his premise that once American involvement in Vietnam has ended, a return to pre-war defense spending levels is possible. McGovern has failed to take into account the rise in statutory levels of military pay and inflation.

Had the Senator’s staff delved into the recent history of the defense budget, they would have learned this lesson very quickly.

Massive program and manpower cuts have, in fact, been made by the Department of Defense between 1968 and 1973. Civil service and military manpower has been reduced by more than 1.4 million persons. Purchases from industry have been cut 40 percent. In real terms, these cuts should have produced a $24 billion drop in the defense budget from the $78 billion level in 1968 to a $54 billion level in 1973. But that hasn’t happened. These outlined cuts have produced only a $1.5 billion reduction in the budget to the predicted 1973 level of $76.5 billion more than the cuts would indicate.

Why is it impossible to trim this $22.5 billion? Two very simple reasons:

- To improve the conditions of service, pay levels for military and civilian personnel have increased $16.3 billion since 1968; and
- Inflation in the prices of goods and services purchased from industry by the Department of Defense amounts to 22 percent—or $6.2 billion.

Total $22.5 billion.

Thus, if pay and price levels had remained constant since 1968, this year’s defense budget would be $54 billion—not $76.5 billion.

Some further probing by Senator McGovern’s staff before they let him announce his proposal would have shown that the defense budget has not been dominated by development and procurement of weaponry as he has charged. Between 1964 and 1973, the amount allocated for procurement of weapons rose only $300 million, compared to the $21 billion increase in funds allotted for salaries. Even with inflation, the much talked about cost over-runs and higher costs due to advanced technology, weapons costs increased only one percent in nine years.

Even more interesting—and Senator McGovern would have learned this too if he or his people had bothered to check into it—1973 spending for national defense, measured in dollars of constant buying
HIGH PRIORITY

September 12, 1972

MEMORANDUM FOR: WEB MAGRUDER
FROM: GORDON STRACHAN
SUBJECT: American Flag Lapel Pins

We should be moving now hard and quickly to push the idea of the American Flag Lapel Pin. As a first step, all of our people should be wearing American Flags. Also they should be on all our speakers. Each speaker should have a supply of them to give to the people who ask for them.

On our Bumper Sticker program, it would be a good idea to offer to give each Bumper Sticker person an American Flag for his lapel at the same time.

I am sure there are several other ideas that you'll have on this, but we should get a complete program going on this immediately both at 1701 and out in the country.

Please let me know what you are doing on this by Friday, September 15.

GS/jb
FU - 9/15
MEMORANDUM FOR: JEB MAGRUDER
FROM: GORDON STRACHAN
SUBJECT: Campaign Victory Plan

In August we read Bob Marik's victory plans for the large states and the small states. In light of the possibility that Wave III will be received soon, is there any advantage to doing updated victory plans for the crucial states? I am particularly interested in California, New York, Pennsylvania, Illinois and New Jersey. However, the states might change in light of the Wave III results. In any event, give me a call about this project as I do not want to raise it with Bob Marik until you agree with me that it's a good idea.

GS/jb
FU - 9/15
MEMORANDUM FOR:  
BRUCE MILLER
FROM:  
GORDON STRACHAN

In addition to an additional mailing package of campaign materials, could you forward one set of Nixon Now suspenders and six floppy hats.

Thank you.

GS/jb
EYES ONLY

ADMINISTRATIVELY CONFIDENTIAL

September 7, 1972

MEMORANDUM FOR: FRED NALEK
FROM: GORDON STRACHAN
SUBJECT: Political Coordinators Information

One matter that your political coordinators are probably keeping track of in their various states is the question of which media and campaign managers are working in the key local races. This information will be particularly valuable as the demands for use of joint local and Presidential advertisements increase.

When the political coordinators report back on the status of the key Congressional races, would you also have them include all available information on the professional manager and media people in the field. This information should be given to Stan Anderson who has been collecting all the available information on the local races.

At some point, Fred, we will have to reconsider the decision to allocate 500,000 of our media certificates to the state chairman for use in local races. That puts an incredible amount of power in the state chairman which we may want to alter. If the current plans regarding spending less than the fully allowable amount on media continue, we may want to allocate some of our certificates to local races. I have discussed this very briefly with Dailey who would be the obvious control point. After you have read this, why don't you give me a call and we can discuss more of the details.

cc: Stan Anderson

GS/jb
FU - 9/12
Pursuant to our telephone conversation this morning, it would be an excellent idea for your political coordinator for California to review with the top California political operatives the effect of the various propositions. In addition to the widely publicized marijuana proposition, there is also one on the death penalty, I believe. Propositions on a California election ballot have historically been huge issues in the campaign. The analysis should probably cover not just the effect of the proposition on voter turnout, etc., but also an assessment of the proposition's chances.

Would you advise me when this project might be complete.

GS/jb
FU - 5 days
9/12
ADMINISTRATIVELY CONFIDENTIAL

September 6, 1972

MEMORANDUM FOR: FRED MALEK
FROM: GORDON STRACHAN
SUBJECT: Absentee Voters

In this morning's News Summary on page 20 there is an article from the National Observer regarding McGovern's pursuit of 10,000 draft evaders in Canada. "A 1701 official said MM forces will soon have their own volunteer group in Canada, and he put the number of U.S. citizens there as 250,000." The question of the accuracy of this quote and the type of voter to be sought in Canada has been raised.

GS/jb
FU - 9/11
ADMINISTRATIVELY CONFIDENTIAL

September 11, 1972

MEMORANDUM FOR: ROB ODLE
FROM: GORDON STRACHAN
SUBJECT: Budget Committee Meeting Minutes

Lee Nunn's copy of the Budget Committee meeting minutes of the September 6 meeting with Stans was sent to me by mistake. They are attached. I trust other copies were sent to other individuals by mistake. I question the necessity of copies of minutes for everyone attending a meeting as sensitive as that one.

GS/jb
ADMINISTRATIVELY CONFIDENTIAL

September 25, 1972

MEMORANDUM FOR: POST ELECTION FILE
FROM: GORDON STRACHAN

Check the Political Matters memo of September 18 regarding the fact that Senator Case and Governor Cahill did not sign the New Jersey direct mail letter on behalf of the President. MacGregor had to sign the letter because of Case and Cahill delay.

GS/jb
September 20, 1972

MEMORANDUM FOR: AL SNYDER
FROM: GORDON STRACHAN
SUBJECT: McGovern TV Information

To confirm our conversation last night, would you send me a copy of all memoranda concerning TV offers, acceptances and negotiations with McGovern?

Thank you.

GS/jb
FU - 10/2
September 13, 1972

MEMORANDUM FOR: MIKE SCHRAUTH
FROM: GORDON STRACHAN
SUBJECT: September 26 New York Fundraising Dinner

Bunny Lasker called this morning for Mr. Haldeman. George Collins took the call and received this message from Mr. Lasker.

He asked that the President arrive at the dinner before the 9:00 p.m. start of the television coverage so the attendees feel the President came to see them - not just to get the television coverage. He hopes that the President could arrive at 8:00 or 8:30 p.m.

He also asked if the President could be seated at a table in the center of the hall rather than on a dais at the end of the hall. This would give more seating close to the President and no seating completely across the hall from the President.

Mr. Lasker finally asked that he be called personally with the answers to his requests.

Thank you.

cc: Dwight Chapin

GS:car
1. P - not shake hands
2. Dais ok / Kanta / teaka Better
3. Get up / white hi

5:15 - uglash / hot
6-7:30 - 1600 / 1000
R1 1600 / 1060
TALKING PAPER FOR POLITICAL MEETING

RE: Advertising, Vice President

Advertising Budget
Stans has approved advertising expenditures totalling 3,000 for the entire campaign, indicating he may approve on a week by week basis expenditures up to 6,300. The Peter Dailey recommended budget is 11,200.

The pressure on the advertising budget has increased with the DFN opinion that DFN will raise no money for its own advertising.

Vice President
Who is to be his primary contact for the campaign?
The current system is an informal Colson/Buchanan contact. Art Schmer is asking what the system of information support and prime contact is.

When should he see the November Group and DFN advertising?

How do we explain the fact that "Agnew" is not mentioned in any of the currently planned TV and newspaper ads?

Senate Races
Did the President commit 500 in financial support to Senator Dominick at the Leadership Meeting? If so, who is going to tell Stans? Once the money is raised who decides how it is to be spent?
TALKING PAPER FOR POLITICAL MEETING
RE: State Advisers; VP Advertising; General Attack

1) Senior Advisers Have the Senior Advisers for the Key States prepared the necessary reports?

2) VP Advertising What type of advertising, if any, should be used for the Vice President?

3) General Attack For the next seven weeks, should there be just one major issue per week that all surrogates are using or should the Colson 9:15 meeting continue to program day-to-day responses to what McGovern is saying?

GS
9/18/72
Date: 9/13/72

TO: LARRY HIGBY

FROM: GORDON STRACHAN

This talking paper makes the same points about the apparently irreconcilable differences between Dailey and Stans on the advertising budget. All the backup is not attached because of dex problems.
I understand Maury Stans is committed to 2,271,809 for network TV spots, 335,000 for the DFP Connally announcement and credibility spots for next week, and for 180,700 for Voter Bloc print advertising. Yet Secretary Stans still is committed to the 6,300 total advertising budget instead of the 11,200 requested by Peter Dailey.

Even if commitments for the expenditures are made week by week, isn’t there some way to get Stans to accept the possibility of an 11,200 advertising budget?