

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>
14	16	9/30/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Jeb Magruder RE: John Andrews - Ohio. 1 pg.
14	16	9/26/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Jeb Magruder RE: Post article. Copy of article attached. 2 pgs.
14	16	9/20/1972	<input type="checkbox"/>	Personal	Letter	From: Gordon Strachan To: A.E. Martin RE: Congressional Country Club Membership. Two pages of handwritten notes attached. 3 pgs.
14	16	9/19/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Fred Malek RE: Weekly Materials Report. 1 pg.

<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>
14	16	9/18/1972	<input type="checkbox"/>	Campaign	Memo	From: Rose Mary Woods To: H.R. Haldeman RE: Local Campaign Activity. 1 pg.
14	16	9/10/1972	<input type="checkbox"/>	Campaign	Letter	From: Rudolph J. Skala Sr. To: President RE: Campaign Activity. Copy of original attached along with excerpt from news article about campaign. 6 pgs.
14	16	9/7/1972	<input type="checkbox"/>	Campaign	Letter	From: Joe Rivkin To: Miss Marge Acker RE: California Campaign. 1 pg.
14	16	9/18/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Jeb Magruder RE: Celebrities. 1 pg.
14	16	9/14/1972	<input type="checkbox"/>	Personal	Memo	From: Gordon Strachan To: Fred Malek RE: Gorton and Meyer's work. 1 pg.

<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>
14	16	9/11/1972	<input type="checkbox"/>	Campaign	Memo	From: Fred Malek To: Clark MacGregor RE: College Recruiting. 1 pg.
14	16	9/6/1972	<input type="checkbox"/>	Campaign	Memo	From: George Gorton and Ed Meyers To: Ken Rietz RE: College Recruitment Since School Opened. 2 pgs.
14	16	9/26/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Jeb Magruder RE: "Letter from Monday." 1 pg.
14	16	9/25/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: "Letter from Monday." 1 pg.
14	16	8/30/1972	<input type="checkbox"/>	Campaign	Memo	From: Jeb Magruder To: H.R. Haldeman RE: "Letter from Monday." Copy of Letter from Monday attached. 2 pgs.

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14	16	9/12/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Jeb Magruder RE: American Flag Lapel Pin. 1 pg.
14	16	9/12/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Jeb Magruder RE: Campaign Victory Plan. 1 pg.
14	16	9/8/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Bruce Miller RE: Campaign Materials. 1 pg.
14	16	9/7/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Fred Malek RE: Political Coordinators Information. 1 pg.
14	16	9/7/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Fred Malek RE: California Propositions. 1 pg.

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14	16	9/6/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Fred Malek RE: Absentee Voters. 1 pg.
14	16	9/11/1972	<input type="checkbox"/>	Personal	Memo	From: Gordon Strachan To: Rob Odle RE: Budget Committee Meeting Minutes. 1 pg.
14	16	9/25/1972	<input type="checkbox"/>	Personal	Memo	Gordon Strachan Follow-Up RE: Post Election File. 1 pg.
14	16	9/28/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Al Snyder RE: MacGovern TV Information. 1 pg.
14	16	9/13/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Mike Schrauth RE: September 26 New York Fundraising Dinner. One small page of notes attached. 2 pgs.

<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>
14	16		<input checked="" type="checkbox"/>	Campaign	Other Document	Talking Paper for Political Matters RE: Advertising, Vice President. 2 pgs.
14	16	9/13/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Larry Higby RE: Talking paper for Clark MacGregor regarding advertising budget. 2 pgs.

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman  
Box Number: 240

Folder: Strachan M-Z Chron September 1972

<u>Document</u>	<u>Disposition</u>
140	Return Private/Political Memo Strachan to Magruder 9/30/72
141	Return Private/Political Memo Strachan to Magruder 9/26/72
142	Return Private/Political & Private/Personal LTR Strachan to Martin 9/20/72
143	Return Private/Political Memo Strachan to Malek
144	Return Private/Political Memo Strachan to Magruder 9/18/72
145	Return Private/Political Memo Strachan to Malek 9/14/72
146	Return Private/Political Memo Strachan to Magruder 9/12/72
147	Return Private/Political Memo Strachan to Magruder 9/12/72
148	Return Private/Political Memo Strachan to Miller 9/8/72
149	Return Private/Political Memo Strachan to Malek 9/7/72
150	Return Private/Political Memo Strachan to Malek 9/7/72
151	Return Private/Political Memo Strachan to Malek 9/6/72
152	Retain Open
153	Return Private/Political Memo Strachan to Odle 9/11/72
154	Return Private/Political Memo Strachan to Post Election File 9/25/72
155	Retain Open
156	Retain Open
157	Retain Open
158	Retain Open
159	Return Private/Political Memo Strachan to Snyder 9/28/72
160	Return Private/Political Memo Strachan to Schrauth 9/13/72
161	Retain Open
162	Retain Open
163	Return Private/Political Talking Paper for Political Meeting N.D

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman  
Box Number: 240

164	Return	Private/Political Talking Paper for Political Meeting N.D.
165	Return	Private/Political Note Strachan to Higby 9/13/78
204	Return	Private/Political Memo Strachan to Magruder 9/26/78

September 30, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

John Andrews - Ohio

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 MACGRUDER**

**FROM:**

**GORDON STRACHAN**

**Could I have the background on this foul-up?**

GS/jb  
FU - 9/29

H  
9/26

## 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. Hushen, 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, Hushen conceded that Kleindienst, whose schedule was arranged weeks in advance, was "not happy" about the snafu.

"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," Hushen 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 staff, the Nixon reelection committee, the Retired Federal Employees, or all of the above.

The only thing left for

Kleindienst to do was to detour 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.

Hushen said that Kleindienst's remarks—predicting that "unconditional amnesty would be an open invitation for mass refusal to serve in a time of general mobilization"—would remain on the record.

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

8/30

→ Poll Book -

Both regular + Wave I + II

Bob ~~Bole~~ - F

Ed Carter - ~~Tried~~ to read it - any record

Gallup Poll - front page of Post  
Not in News Sum

Receiving Memo - another copy

Oct 1

Final 9/25

Begin then 9/11

- Prefer to do it

Orig  
Copied

Q - Dean - all out on 15<sup>th</sup> or later  
Interview - ~~9/11-15~~

99% sure out by 9/15

Star → <sup>AE</sup> Mr. Martin - Cong + Apple  
WH + Summer membership RTG  
→ 365-1600 /  
~~VR1-20-ACG~~

come

at

A E Martin, Manager  
6500 River Rd  
Bethesda  
20034

apply for regular  
membership, mention  
1 or 2 members

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.

GS:car

September 18, 1972

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.

C  
O  
P  
Y

Skala Advertising  
10509 South Claremont Avenue  
Chicago 43, Illinois

September 10, 1972

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 neighbor-  
hood 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 gen-  
erally. 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 musn'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/

# Skala Advertising

10509 South Claremont Avenue - Telephone Beverly 8-4220



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OPERATING AS R. J. SKALA COMPANY

Chicago 43, Illinois

Sept 10 - 1972

Dear Mr. President:

We've been wondering when the Campaign will begin! Mr. Govern 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 Mr. Govern is making.

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May I have an answer to this 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 1976 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 50 to 8 against it. And here's a tid-bit 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."

Percy 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-root conservatives were not going to let the GOP be taken over by the Ripon Society, which is the Tweedledee to the ADA Tweedledum that controls McGovern.

Interestingly, I learned that the Demos—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—alas, 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, lit into McGovern at the AFL-CIO convention with some invective that made Cicero's attacks on Catiline seem tame. It is 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 opt 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 vote might decide it. And, despite the switches—one GOP bell-ringer in one day found 40 Democrats out of 100 she interviewed who said they would go GOP this time—the fact remains the Demo registration is now 5 to 3 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 GOP households are registering for McGovern. And that makes me think my own convention set

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EXECUTIVE  
OFFICE

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

ADMINISTRATIVELY CONFIDENTIAL

September 18, 1972

MEMORANDUM FOR:

JMB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

Celebrities

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.

GS/jb  
FU - 9/22

September 14, 1972

MEMORANDUM FOR:

FRED MALEK

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

**Committee  
for the Re-election  
of the President**

1701 PENNSYLVANIA AVENUE, N.W., WASHINGTON, D.C. 20006 (202) 333-0920

September 11, 1972 ✓

MEMORANDUM FOR:

CLARK MacGREGOR

FROM:

FRED MALEK *FMM*

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

*great*

Committee for the Re-election of the President

MEMORANDUM

September 6, 1972

MEMORANDUM FOR: KEN RIETZ

FROM: GEORGE GORTON *AG*  
ED MEYERS *EM*

SUBJECT: College Recruitment Since School Opened

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.

College Recruitment  
Page 2

<u>TEXAS:</u>	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
<u>NEW YORK:</u>	Albany State	-	50
	Geneseo College	-	117
	Colgate U.	-	124
	Cornell	-	80
<u>CALIFORNIA:</u>	U. of San Francisco	-	200
	College of San Mateo	-	200
<u>SOUTH CAROLINA:</u>	U. of South Carolina (1,500 in one day)	-	3,000
<u>WISCONSIN:</u>	U. of Wisconsin-Madison	-	400
	Marquette	-	300
	U. of Wisconsin-Whitewater	-	125
	U. of Wisconsin-Eau Claire (Many others recruited 20-90)	-	100
<u>DELAWARE:</u>	U. of Delaware	-	102
	Wilmington College	-	73
<u>UTAH:</u>	Brigham Young University	-	250
<u>MARYLAND:</u>	U. of Maryland	-	120
<u>INDIANA:</u>	Indiana U.	-	300
	Ball State U.	-	150
	Purdue U.	-	150
	Notre Dame U.	-	100
<u>TENNESSEE:</u>	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.

**ADMINISTRATIVELY CONFIDENTIAL**

September 26, 1972

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

"Letter from Monday"

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 WHITE HOUSE  
WASHINGTON

Date: 9/25

TO: H.R. HALDEMAN  
FROM: GORDON STRACHAN

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.*

**Committee  
for the Re-election  
of the President**

1701 PENNSYLVANIA AVENUE, N.W., WASHINGTON, D.C. 20006 (202) 333-0920

August 30, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

JEB S. MAGRUDE

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.

AS

# letter from Monday

*I will bet \$1,000 this goes  
down in history as one of the  
10 least read documents of all  
time.*

Monday. AUG. 28, 1972

*I trust we are not providing  
funds for this incredible waste.*

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—\$22.5 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

ADMINISTRATIVELY CONFIDENTIAL

September 12, 1972

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

**ADMINISTRATIVELY CONFIDENTIAL**

September 8, 1972

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 MALEK

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 300,000 of our media certificates to the state chairmen for use in local races. That puts an incredible amount of power in the state chairmen 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

ADMINISTRATIVELY CONFIDENTIAL

September 7, 1972

MEMORANDUM FOR:

FRED MALEK

FROM:

GORDON STRACHAN

SUBJECT:

California Propositions

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 IN 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

**ADMINISTRATIVELY CONFIDENTIAL**

September 28, 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

- not shake hands

ais ok center

table Better

set up - white lin

5:15 - ~~collysh~~ photo  
6-730 - ~~R1~~ 137  
R1 1600 1068

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 Sohmer 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

THE WHITE HOUSE  
WASHINGTON

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.

TALKING PAPER FOR CLARK MacGREGOR

RE: Advertising Budget

I understand Maury Stans is committed to 2,271,009 for network TV spots, 335,000 for the DFN 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?