

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>
34	3	6/9/1972	<input type="checkbox"/>	Campaign	Memo	From Yeutter to Hon. Mitchell. RE: the Minnesota Visit. 4 pgs.
34	3	6/9/1972	<input checked="" type="checkbox"/>	Campaign	Memo	From Yeutter to Hon. Mitchell. RE: the Iowa visit. 2 pgs.
34	3	5/29/1972	<input checked="" type="checkbox"/>	Campaign	Memo	From Yeutter to Hon. Mitchell. RE: the Kansas visit. 2 pgs.
34	3	5/29/1972	<input checked="" type="checkbox"/>	Campaign	Memo	From Yeutter to Hon. Mitchell. RE: the schedule of Bob Kutak and Duane Acklie. 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>
34	3	5/17/1972	<input type="checkbox"/>	Campaign	Memo	From Yeutter to Hon. Mitchell. RE: the North Dakota visit. 2 pgs.
34	3	6/30/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Strachan. RE: pending matters in campaign. 1 pg.
34	3	6/7/1972	<input type="checkbox"/>	Campaign	Memo	From Porter to Hon. Mitchell. RE: the schedule for the California trip. 5 pgs.
34	3	6/19/1972	<input type="checkbox"/>	Campaign	Memo	From Foust to Hon. Mitchell. RE: incentive letters to encourage those working campaign events. 2 pgs.
34	3	6/15/1972	<input type="checkbox"/>	Campaign	Memo	From Foust to Hon. Mitchell. RE: Edward Nixon's appearance at the Italian Cultural Heritage Festival-New York. 1 pg.

Committee for the Re-election of the President

0

MEMORANDUM

June 9, 1972

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL
THROUGH: MR. JEB S. MAGRUDER
FROM: CLAYTON YEUTTER
SUBJECT: Minnesota Visit

I spent a recent afternoon in Minneapolis with John Mooty, our prospective Nixon chairman for Minnesota, and with Mrs. Rhoda Lund, who is expected to be the Co-Chairman. Mooty is an impressive individual, with excellent campaign experience and apparently a fine reputation within the Republican party. I liked him, and we'll proceed with plans for an announcement very soon.

John and Rhoda had already done considerable preliminary planning, and their organization should go together rapidly. They have a good relationship with Dave Krogseng, the State Chairman, and expect to work very closely with him in developing the Nixon team. I spent a couple of hours with Dave and Rhoda last week, so the personal relationships should be reasonably well established.

The Party may be able to do more than in most Presidential campaigns simply because there are few statewide races in 1972. About the only races of significance are those in the Legislature, which is non-partisan. Mooty says, however, that these races are taking on a more partisan flavor each year, and that conservative control is threatened in 1972. The primary reason for this is that redistricting has forced elections in both the Senate and the House this year. Thus, the Party may have to spend more time on the non-partisan races than usual, but this will probably be more than offset by the absence of partisan races at the state level.

Other reactions:

1. Presidential Situation - See the attached article re Humphrey's popularity. For inexplicable reasons, he seems to be falling from favor in his home state. Mooty believes that McGovern would today

The Honorable John N. Mitchell

Page Two

June 9, 1972

run as strong a race against the President as would Humphrey. He would place us in an underdog role against either candidate, but not by much. The forthcoming polls on Minnesota should be interesting. When the results are out, Minnesota's 10 electoral votes may look much more attractive than first expected.

2. Senatorial Situation - I have sent you a copy of a recent Minnesota poll which shows Mondale's popularity as being very high, even among Republicans. Our candidate is Phil Hanson, a Lutheran minister, who is well known for his work with drug addicts, alcoholics, etc. Mooty says Hanson could surprise, though the odds are very slim. Mondale is vulnerable on the busing issue, and Mooty believes that Hanson may want to use it and use it hard.

3. Congressional Situation - Most of the Congressional races are not expected to be tight. Zwach's district has been improved by reapportionment, and his personality is tailored for his constituency. He should have little difficulty.

Frenzel is in a predominantly Republican suburban district, and his opposition should not be as strong as in 1970. He should win by a larger margin than two years ago.

Nelsen has a much different district than in 1970. He has given up some of his best campaign territory, and has added some of the suburbs, which are just not his cup of tea. Nevertheless, he has such a good reputation that he should win handily.

Quie has also had major changes in his district, but these are not expected to affect his chances. He seems to be getting stronger each term, and should win easily.

The Democratic incumbents also seem solidly entrenched at the present. The one exception to this may be Bob Bergland, who defeated Odin Langen in 1970. Bergland is doing a good job, and Mooty believes he'll be tougher than he was two years ago. Nevertheless, we have a hard working young legislator as a challenger, and he could pull it out. A strong Nixon win would help, and particularly a big Republican vote in the farm areas. (This district is primarily agricultural.)

The Honorable John N. Mitchell
Page Three
June 9, 1972

4. Agricultural Situation - Quite favorable. This is dairy country, and dairymen are doing quite well under the Nixon Administration. It is also Farmers Union country, and they are vehemently opposed to everything we do. But the Union is losing strength with each passing year.

5. Overall Picture - Better than I expected. The taxi drivers say we might even win the state!

Attachment

cc: Mr. Fred LaRue
Mr. Brad Hainesworth

HHH loses state favor; pols puzzled

A dramatic and puzzling decline in Sen. Hubert Humphrey's popularity in Minnesota was reported today by The Minneapolis Tribune's Minnesota Poll.

The poll, taken in late April, said that 44 percent of those interviewed disapprove of the presidential contender while 41 percent approve. Fifteen percent were neutral or had no opinion.

Humphrey's popularity as measured by the Poll was the lowest since he returned to the Senate in January 1971 and apparently the lowest in his career as a public official.

In March the poll showed Humphrey with a 48 percent approval rating and a 44 percent disapproval rating. Ten percent were neutral or had no opinion.

The late-April poll showed Sen. George McGovern with a 39 percent approval and a 35 percent disapproval rating.

Humphrey's low popularity rating was puzzling to DFL and GOP leaders interviewed today, and they could offer no reason for the sharp decline.

Committee for the Re-election of the President

6

MEMORANDUM

June 9, 1972

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL
THROUGH: MR. JEB S. MAGRUDER
FROM: CLAYTON YEUTTER
SUBJECT: Iowa Visit

I spent Monday, May 29, with Church Williams in Iowa, and have the following reactions:

1. Nixon Campaign Organization - Moving along quite well. Church and Mary Louise Smith are working together in full harmony thus far. They have six district chairmen, two of whom are women. Two of the districts have all their county chairmen. In total, Church estimates that 50% of the county chairmen have been selected. Quite a number of these are women.

County chairmen will be responsible for the full gamut of campaign activities within their respective jurisdiction; there will be no city chairmen.

Secretary Butz will be speaking at a fund raising dinner in Des Moines in early July. They hope to have their Nixon organization in place by that time so that many of their key people can meet with him. If this works out, we'll use him as a motivating force, and Church and I will then follow with a nuts and bolts session.

2. Campaign Headquarters - Space has been selected and a secretary hired effective July 1.

3. Gubernatorial Campaign - Very calm now that the Lt. Governor has dropped out of the race. Williams says that Jepsen is 100% cooperative with the Nixon organization, and seems to be causing the Governor no problems at all.

4. Senatorial Race - Miller is probably home free, and is being more cooperative with the Nixon organization in Iowa and with the Administration here in Washington, D. C. than in a long time.

The Honorable John N. Mitchell
Page Two
June 9, 1972

Miller's opponent plans to walk the state, ala Senator Chiles. He is reputed to be very P. R. conscious so perhaps could narrow the gap, but the Senator now has a 55-35 lead according to a recent Des Moines Register poll.

5. Congressional Race - Kyl is still a decided underdog in his race against Neal Smith. But he hasn't surrendered; Williams says that Kyl is working hard and has a positive attitude. Nevertheless, it will probably take a big win by the President to pull him through. If it could be done, we'd remove a big thorn from the Administration's side. Smith has caused us a lot of trouble on agricultural issues.

Gross, Scherle, and Mayne should have relatively easy races.

Schwengel could have a tough campaign. His Democratic opponent is expected to receive considerable financial support from organized labor, and Schwengel is not long on charisma. But he will be well organized; his campaign structure is already in place. Consequently, his chance of winning should be greater than 50-50.

Ellsworth is appraised at about 40-60 in his race with Culver, but the Iowans are not willing to write him off. Williams says he is both well known and well respected, and could run a much stronger campaign than most people expect. But it's strictly a long shot at the moment.

6. Agricultural Situation - Satisfactory, but failure to negotiate a trade agreement at the summit meeting will be quite a disappointment. Unless new developments take place relatively soon to generate some optimism on this front, the absence of an agreement will be reflected in the futures market. This, in turn, will lead to grumbling among grain farmers.

We were ahead 60-40 among Iowa farmers a few weeks ago. That edge has probably diminished some since then. Grain markets have not strengthened much in the last couple of months. But the positive steps in Vietnam have undoubtedly offset to some degree the sluggishness of farm prices.

Iowa could still be a tough state for us in November, particularly if the NFO were to make lots of noise on behalf of the Democratic candidate.

cc: Mr. Fred LaRue
Mr. Brad Hainesworth

Committee for the Re-election of the President

MEMORANDUM

May 29, 1972

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL

THROUGH: MR. JEB MAGRUDER

FROM: CLAYTON YEUTTER

SUBJECT: Kansas Visit

I spent a half day last week meeting in Wichita, Kansas with that state's Nixon Chairman, Bob Gadberry, and his Executive Director, Doug Lewis. My reactions are as follows:

1. Probable Presidential Vote - 60-40 Nixon at this point. The President has strong support on his recent actions in Vietnam, and the SALT agreement was well received. Secretary Butz has made three appearances in Kansas since his confirmation, all of which were big successes.
2. Senatorial Situation - Senator Dole seems to have maintained his popularity despite his marital problems. He has had lots of press coverage in recent months, and generally he has said what Kansans like to hear.

Senator Pearson might have been in trouble had he been challenged by Governor Docking. Now, however, he should win re-election handily no matter who his opposition ultimately turns out to be. As with Senator Miller of Iowa, removal of campaign pressures may make Pearson more friendly toward the Administration in the coming months. If so, this should help us somewhat in the Kansas campaign.

3. Congressional Situation - Sebelius seems to be getting stronger each day, and should win without too much trouble. Winn has primary opposition from a Black, but this should cause him little trouble. He has a lot of Democratic constituents though, so a strong Nixon win can help him; otherwise, he could be vulnerable. Shriver and Skubitz should win easily. Roy, the only Democrat in the delegation, is handling himself well and will be difficult to beat. A big Nixon win could make a difference in that district, too.

0

Committee for the Re-election of the President

MEMORANDUM

May 29, 1972

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL
 THROUGH: MR. JEB MAGRUDER
 FROM: CLAYTON YEUTTER

I have visited with Bob Kutak, and Bob has agreed to keep his schedule on the light side during September and October so that he can lend a hand in the Midwest campaign. He'd like his role to be low profile in nature, but that should pose no problem.

As you know, he's outstanding and should be very helpful in those final, critical weeks.

Duane Acklie, an outstanding attorney from Lincoln, has also indicated that he'll help if we need him.

cc: Mr. Fred La Rue

Addendum: Thus far the SALT agreement has been very well received in the Midwest. Rita Moore expected some negative reactions in Oklahoma, but there's been nothing but praise elsewhere.

Committee for the Re-election of the President

MEMORANDUM

May 17, 1972

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL

THROUGH: MR. JEB MAGRUDER

FROM: CLAYTON YEUTTER

SUBJECT: North Dakota Visit

On May 12, I met in Bismarck, North Dakota with John Rouzie, Chairman and Al Mayer, Finance Chairman of the North Dakota Committee for the Re-election of the President, along with Jack Huss, the Republican State Chairman. The following are my capsule reactions:

1. Probable Vote in November - If present situation holds, a 60-40 margin for the President. However, there is considerable farm discontent (primarily in the wheat areas), which Humphrey and McGovern could turn to their advantage. This will reduce margin, but will not jeopardize state unless the Democrats work it harder than ever before.
2. Response to Mining North Vietnam Harbors - Positive. North Dakota is basically a hawk state; Governor Guy, a Democrat, has never criticized the President on the war issue.
3. Congressional Election - Congressman Andrews will win handily over any Democratic opponent.
4. Gubernatorial Election - Lots of candidates vying for the nomination in both parties. Probable Democratic nominee - State Highway Commissioner Walter Hjelle, a strong candidate because of the political constituency he has developed during the past 12 years. Probable Republican nominee - Lt. Governor Larson. Republican chances - less than 50-50. A strong Presidential victory, coupled with a strong win by Congressman Andrews, could turn the tide.
5. Fund Raising for Presidential Campaign - Will probably be adequate though not well organized. The Finance Chairman indicates that he expects to raise about \$30,000, primarily through phone calls. To North Dakota, this is a large sum. (Party officials are critical of Congressman Andrews for planning to spend \$40,000 on his campaign.)

My impression is that they could raise considerably more than has traditionally been done if they'd work at it.

The Honorable John N. Mitchell
Page Two
May 17, 1972

6. Organization of Presidential Campaign - The only activity to date has been the opening of a small office in Bismarck manned by one secretary. Fortunately, the office is located adjacent to the state Republican party headquarters, and liaison between the two is excellent.

State Chairman Jack Huss is cooperative and relates well to John Rouzie. Both are willing to do whatever we feel necessary; however, it is obvious that neither has ever participated in a well organized campaign.

Huss and Rouzie will review the names of the Republican county chairmen and jointly decide which should serve in a dual capacity as County Nixon chairmen. If a county chairman is weak, or if his political philosophy is such that he will be unable to communicate effectively with non-Republican party voters, someone else will be named as the Nixon chairman. In view of the sparsity of population, and limited political interest and involvement in rural areas, this procedure makes sense.

Once these selections are made, I will again visit North Dakota to meet with the county chairmen and hopefully stimulate a strong organizational effort at the local level.

7. Voter Registration - There is none.

8. Agricultural Situation - Fair. Good participation in set aside program for spring wheat will pump lots of money into the state's farm economy. Nevertheless, wheat farmers don't like the present price level. In addition, North Dakota has traditionally had more than its share of rabble rousing farmers. In past years, these were Farmers Union members, but now the NFO has most of the radicals. Secretary Butz has not achieved the popularity here that he has garnered in other areas. Consequently, we will schedule him for another speech in central North Dakota some time soon. (He spoke in Fargo a couple of months ago, and was well received by the audience, but the press reports were unfavorable.)

9. Total Picture - Quite favorable; better than I expected. Rouzie and Huss will work together well. Both are capable, though I doubt that they have ever conducted a truly comprehensive campaign. Mayer is less impressive, but should be adequate.

1/ These are actually district chairmen, in that North Dakota is organized on the basis of its 39 legislative districts. But these are very nearly equivalent to county chairmen.

cc: Mr. Fred Malek Mr. Harry Flemming
 Mr. Lee Nunn Mr. Don Mosiman
 Mr. Bob Mardian Mr. Al Kaupinen

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

June 30, 1972

MEMORANDUM FOR:

GORDON STRACHAN

FROM:

FRED MALEK *FJM*

SUBJECT:

Pending Matters

You asked recently about two matters that may be pending. On the Older Americans program, I sent Bob a 3-page memo on June 15th. I believe this is all that is expected or needed on the Older Americans approach at this point. We will, of course, continue to give attention to it as we put together the direct mail and advertising programs.

Regarding the Colson PR outfit, my major recommendation has already been implemented. That was to move Rhatican into the position of overseeing all the PR efforts of the Constituent Project Managers. In addition, Chuck has agreed to put on a supplemental Project Manager for Ethnics, and we are looking for appropriate candidates.

Committee for the Re-election of the President

MEMORANDUM

June 7, 1972

MEMORANDUM FOR THE HONORABLE JOHN N. MITCHELL

THROUGH: JEB S. MAGRUDER

FROM: HERBERT L. PORTER *HP*

SUBJECT: Proposed Schedule for
California Trip
June 16-19, 1972

For planning purposes, I would appreciate your thoughts on the following tentative schedule for your trip to California.

Friday, June 16, 1972

3:30 p.m. Depart for Page Terminal

4:00 p.m. Depart for Los Angeles International Airport

6:30 p.m. California Daylight Time
(approx.) Arrive Garret Air Research Facility
Los Angeles International Airport

7:00 p.m. Arrive Beverly Hills Hotel
Note: You and Mrs. Mitchell will share a large suite (383-4-5) with Marty and Lea Jablonsky. The two bedrooms are separated by a large living room.

Evening Free

Overnight at the Beverly Hills Hotel

Saturday, June 17, 1972

10:30 a.m. Governor Reagan's office proposes that the Governor swing by and pick you up, giving you and the Governor an opportunity to talk, prior to your meeting with California political leaders.

Approve _____ Disapprove _____ Comment _____

Saturday, June 17, 1972 (cont.)

11:30 a.m.

Arrive at the Airport Marina Hotel where you will deliver 20-30 minute remarks on the campaign.

Approve _____ Disapprove _____ Comment _____

The group will have been meeting for an hour. Gordon Luce anticipates that those in attendance would be:

Governor Reagan
Gordon Luce
Leonard Firestone
Lyn Nofziger
4 Regional Chairmen
The Nixon Steering Committee

In addition, each County Chairman (50) and his co-chairman, and the County Finance Chairmen have been invited.

Immediately following your remarks, Luce suggests that you meet and have lunch with the much smaller Executive Committee for California in a private suite. It is anticipated that this informal gathering would last approximately one (1) hour.

Approve _____ Disapprove _____ Comment _____

1:30 p.m.

It has been suggested that you may want to meet with the press in a private room of the Airport Marina Hotel. The suggested format is an informal "press availability", as opposed to a structured press conference. This should last no more than 1/2 hour.

Approve _____ Disapprove _____ Comment _____

2:00 p.m.

Return to the Beverly Hills Hotel

Afternoon Free

7:30 p.m.

Black tie dinner in honor of you and Mrs. Mitchell and Dr. Henry Kissinger, at the home of Mr. and Mrs. Taft Schreiber. Driving time from the Beverly Hills Hotel is approximately five (5) minutes.

Saturday, June 17, 1972 (cont.)

Overnight at the Beverly Hills Hotel

Sunday, June 18, 1972

Two options are available for Sunday noon.

Option 1

It is my understanding that Mrs. Reagan would like to have you and Mrs. Mitchell for brunch on Sunday. We assume that this is an informal affair. No time has been stated.

The Reagans reside in Pacific Palisades, which is approximately fifteen (15) minutes driving time from the Beverly Hills Hotel.

Option 2

A young celebrities event. See Ken Rietz' proposal (attached).

Option 1

Reagan Brunch

Approve _____ Disapprove _____ Comment _____

Option 2

Rietz' Young Celebrities Function

Approve _____ Disapprove _____ Comment _____

2:30 p.m.
(approx.)

Depart for Newporter Inn, Newport Beach, where a private villa has been reserved for you and Mrs. Mitchell.

At Taft Schreiber's suggestion and with Herb Kalmbach's approval and active participation, we are proposing an informal get-together at the home of Mrs. Gene M. Washburn (a recent \$50,000 contributor) in Newport Beach. Herb Kalmbach has asked Vic Andrews, our Orange County Nixon Chairman, to organize this cocktail/buffet. Only heavy contributors will be invited, as Schreiber and Kalmbach

Sunday, June 18, 1972 (cont.)

wish to make it a financial, rather than a politically oriented gathering. In addition to known contributors, several "about to give" fat cats will be in attendance. You and Mrs. Mitchell, of course, are not expected to ask for contributions. Messrs. Schreiber, Kalmbach, et al will follow up later.

This event would be planned for 5:30 p.m. - 8:00 p.m. and would be informal.

Approve _____ Disapprove _____ Comment _____

Overnight Newporter Inn, Newport Beach

Monday, June 19, 1972

10:30 a.m. Depart Newporter Inn for Orange County Airport

11:00 a.m. Depart Orange County Airport for Washington's National Airport

6:15 p.m. Eastern Daylight Time
(approx.) Arrive Page Terminal

Attachment.

June 7, 1972

MEMORANDUM FOR: HONORABLE JOHN MITCHELL
THROUGH: JEB S. MAGRUDER
FROM: KEN RIETZ
SUBJECT: Brunch With Youth Celebrities

In conjunction with the celebrity activity planned for the weekend of June 17-18 in Los Angeles we would like to request your attendance at an informal brunch for youth celebrities on June 18. The brunch would be hosted by former Miss America, Mary Ann Mobley, and the emphasis would be on informal discussion with young celebrities that are currently uncommitted. Mr. Dolf Droge would be in attendance to discuss foreign policy and particularly Vietnam. Ken Rietz would also be there. Expected length of your participation would be no more than 2 hours. Between 18 and 30 youth celebrities will be invited.

San Francisco disc jockey, Tom Campbell, Pam Powell and Mary Ann Mobley - all members of the Young Voters for the President Committee - are searching out the celebrities to be invited and are working closely with us. The primary purpose of this gathering will be to attract young celebrities who have never been approached by us for many different reasons. It is our belief that the people doing the inviting have some excellent ideas on new people to approach and we have asked them to pursue their ideas.

Every effort will be made to keep this gathering as informal, conversational and informative as possible. We believe this approach is one of the best ways of reaching otherwise uncommitted youth celebrities.

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

PRE-CONVENTION AND
POST-CONVENTION LETTER
TO ADVANCEMEN

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

Date , 1972

Dear :

Please accept my sincere thanks for the excellent work you did on (surrogate)'s appearance in (place) on (day of week)*.

As you know, the responsibilities of the presidency place severe limitations on the amount of time the President will be able to devote to campaigning this fall. Therefore, all of us must bear a heavy responsibility for the conduct of the campaign.

The future of this country for the next four years -- and possibly for the next generation -- depends to a great extent on how well each of us performs in the next few weeks of the campaign.

Our surrogate program is a critically important part of this campaign, and your contribution to its success is therefore deeply appreciated.

With best wishes, I am

Sincerely,

John N. Mitchell

*Letters should be prepared and mailed immediately after the event in which case only a day of the week designation is necessary. If the letter is not expected to reach the recipient within one week of the event, the date should be added.

Committee for the Re-election of the President

MEMORANDUM

June 19, 1972

MEMORANDUM FOR THE HONORABLE JOHN N. MITCHELL

THROUGH: JEB S. MAGRUDER

FROM: JON A. FOUST *foust*

SUBJECT: Incentive Letters to Lead/Trainee Advancemen

In order to build interest and active participation in our Advance Operation in the Tour Office, I suggest that a letter of the nature of the attached be sent under Mr. Mitchell's signature to selected lead and trainee advancemen both before and after the Convention.

Attachment

APPROVE _____ DISAPPROVE _____

COMMENTS _____

Committee for the Re-election of the President

MEMORANDUM

June 15, 1972

MEMORANDUM FOR THE HONORABLE JOHN N. MITCHELL

THROUGH: JEB S. MAGRUDER

FROM: JON A. FOUST 

SUBJECT: Edward Nixon's Appearance at the Italian Cultural Heritage Festival - New York

Ed Nixon was the honored guest and featured speaker at the first annual Italian Cultural Heritage Festival, held in Central Park Mall on Sunday, June 11. Mr. Nixon spoke to an enthusiastic crowd of about 600 people at the afternoon program that interspersed speeches with Italian dances and musical groups.

The Italian Historical Association, sponsors of the event, were extremely pleased that Mr. Nixon made an appearance and honored him with a membership in their society.

The Italian press corps in New York covered the event, as well as the New York Times which ran a feature story on the event, including quotes from Mr. Nixon's speech and a description of his excellent handling of some anti-war hecklers at the beginning of the program.