

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>
38	5	9/18/1972	<input type="checkbox"/>	Campaign	Memo	From L. Robert Morgan, through Magruder, to MacGregor RE: direct mail campaign plans. 1 pg.
38	5	9/13/1972	<input type="checkbox"/>	Campaign	Memo	From E.D. Failor, through Magruder, to MacGregor RE: week-by-week outline of planned attack ad themes during the final months of the 1972 campaign. 4 pgs.
38	5	9/18/1972	<input type="checkbox"/>	Campaign	Memo	From Morgan to Magruder RE: Senator Tower's request to use a letter from RN in his campaign. Draft of letter attached. 2 pgs.
38	5	9/18/1972	<input type="checkbox"/>	Campaign	Memo	From Robert M. Teeter and Ted J. Garrish, through MacGregor, to John Damgard RE: appearances by the Vice President in the campaign. List of ideal areas for such visits attached. 4 pgs.
38	5	9/7/1972	<input type="checkbox"/>	Campaign	Memo	From Morgan, through Magruder, to MacGregor RE: protocol for campaign mailings to farmers. Proposed drafts of letters and other campaign mailing material attached. 21 pgs.
38	5	9/18/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to Kehrl RE: campaign efforts in Canada and a statement about "draft evaders." 1 pg.
38	5	9/19/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to Dave Parker RE: information on the third wave of campaign polling for the Vice President. 1 pg.

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38	5	9/19/1972	<input type="checkbox"/>	Campaign	Memo	From Dent to Haldeman RE: an attached document. 1 pg.
38	5	9/11/1972	<input type="checkbox"/>	Campaign	Letter	From Jacques Torczyner to Dent RE: issues important to Jewish voters in the 1972 campaign. 1 pg.
38	5	9/20/1972	<input type="checkbox"/>	Campaign	Memo	From Hainsworth to Dent RE: 1972 elections in the State of Washington. 2 pgs.
38	5	9/21/1972	<input type="checkbox"/>	Campaign	Memo	From MacGregor to members of the Budget Committee RE: the key points of a meeting of that body on September 20. 2 pgs.
38	5	9/20/1972	<input type="checkbox"/>	Campaign	Memo	From Morgan, through Magruder, to MacGregor RE: the use of MacGregor's signature on a campaign telegram. 1 pg.
38	5	9/19/1972	<input type="checkbox"/>	Campaign	Memo	From Arthur J. Finkelstein to Marik RE: signatures for get-out-the-vote telegrams. 1 pg.
38	5	9/18/1972	<input type="checkbox"/>	Campaign	Memo	From Morgan, through Magruder, to MacGregor RE: the logistics of a "Get Out the Vote Telegram." Sample telegrams and list of states in which to use them attached. 7 pgs.
38	5	9/19/1972	<input type="checkbox"/>	Campaign	Memo	From Morgan, through Magruder, to MacGregor RE: "Get Out the Vote Telegrams" for non-Republicans. Telegram drafts attached. 9 pgs.
38	5	9/21/1972	<input type="checkbox"/>	Campaign	Memo	From Kehrl to Haldeman RE: information from that day's News Summary. Handwritten note added by unknown. Copy of page from document with RN's note attached. 2 pgs.

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38	5	9/25/1972	<input type="checkbox"/>	Campaign	Memo	From Failor and Odle, through Magruder, to MacGregor RE: plans for election night activities. Floor plan of Statler Hilton Hotel's second floor attached. 6 pgs.
38	5	9/25/1972	<input type="checkbox"/>	Campaign	Memo	From Sedam, through Magruder, to MacGregor RE: Barry Goldwater's use of an airplane during the campaign. 2 pgs.
38	5	9/20/1972	<input type="checkbox"/>	Campaign	Letter	From Barry Goldwater to Clark MacGregor RE: payment for an airplane leased by Goldwater and to be available to campaign surrogates. 1 pg.
38	5	9/26/1972	<input type="checkbox"/>	Campaign	Memo	From Chotiner to Haldeman RE: an attached news story. 1 pg.
38	5	9/16/1972	<input type="checkbox"/>	Campaign	Newspaper	Article from the "Detroit Free Press" titled "McGovern on the Stump" authored by Robert S. Boyd. Handwritten notes added by unknown. 2 pgs.
38	5	9/25/1972	<input type="checkbox"/>	Campaign	Memo	From Odle to state chairmen RE: security considerations for facilities of the Committee for the Re-election of the President across the country. 2 pgs.
38	5	9/26/1972	<input type="checkbox"/>	Campaign	Memo	From Hainsworth to Dent RE: campaign information on Colorado. 1 pg.
38	5		<input type="checkbox"/>	Campaign	Memo	Handwritten note from Dale to "Gordon" discussing attached information. 1 pg.
38	5	9/25/1972	<input type="checkbox"/>	Campaign	Memo	From Dale to Malek and Magruder RE: campaign materials. Chart of distribution of materials to states attached. 4 pgs.

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38	5	9/22/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to MacGregor and Haldeman RE: attached materials on college campaigning. 1 pg.
38	5	9/17/1972	<input type="checkbox"/>	Campaign	Memo	From George Gorton to Rietz RE: McGovern's lack of college campaigning. 1 pg.
38	5	9/18/1972	<input type="checkbox"/>	Campaign	Memo	From Gorton to Senator Bill Brock RE: a partial list of campuses affiliated with the Young Voters for the President. 3 pgs.
38	5	9/22/1972	<input type="checkbox"/>	Campaign	Newspaper	Article from "The Evening Star and Daily News" titled "200-Party System of Politics" written by Mary Anne Dolan. 1 pg.
38	5		<input checked="" type="checkbox"/>	Campaign	Other Document	Plans for a program to replace "A Night for the President" called "Host for the President." 2 pgs.
38	5		<input checked="" type="checkbox"/>	Campaign	Other Document	Donation card for the Finance Committee to Re-elect the President. 1 pg.
38	5		<input checked="" type="checkbox"/>	Campaign	Other Document	Commission form for a Host for the President. 1 pg.
38	5	9/22/1972	<input type="checkbox"/>	Campaign	Memo	From Odle, through Magruder, to MacGregor RE: an attached weekly report. 1 pg.
38	5		<input checked="" type="checkbox"/>	Campaign	Report	Odle's weekly campaign report. Document discusses election topics such as information from the Advance Office and efforts to court specific voter groups. 5 pgs.
38	5	9/20/1972	<input type="checkbox"/>	Campaign	Memo	From Dent to Haldeman RE: information on gubernatorial races in 1972. 4 pgs.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 18, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR: MR. CLARK MAC GREGOR
THROUGH: MR. JEB S. MAGRUDER
FROM: L. ROBERT MORGAN *RM*
SUBJECT: Direct Mail Planning Overview

The first mailing to selected voter groups in California, Cook County, Illinois, Pennsylvania and New Jersey, will be delivered during the week of October 1st. All elements of the ensemble are complete and the presses are running now.

The second Democratic mailing scheduled for mid-October, has been cancelled. The Direct Mail budget was cut by \$500,000. There is now no money to have a second mailing.

The "Get Out the Vote" telegram is scheduled for delivery on November 2. It will go to all Republicans in:

California
Connecticut
Maryland
New Jersey
Ohio
Pennsylvania

All other voters FOR the President will also receive the "Get Out the Vote" telegram. These states are:

California
Connecticut
Illinois
Maryland
Michigan
New Jersey
Ohio
Pennsylvania
Texas

cc: Dr. Robert H. Marik

cc: Mr. Haldeman ✓

Committee for the Re-election of the President

MEMORANDUM

September 13, 1972

CONFIDENTIAL/EYES ONLY

MEMORANDUM FOR THE HONORABLE CLARK MacGREGOR

THROUGH: JEB S. MAGRUDER

FROM: E. D. FAILOR 

SUBJECT: Weekly Attack Themes September 17-November 6, 1972

We must now decide our attack lines on a weekly basis for the last seven weeks of the campaign. It is imperative that the weekly lines or themes hit only those issues that are winners for us. The attack T.V. commercials (by Democrats for Nixon) must blend in with our weekly themes as well as our use of all other resources including the thrust of the Counterattack Group. It is recommended that the following schedule be adopted.

CREDIBILITY WEEK
(Capacity to Govern)

September 17-23, 1972-Credibility T.V. spots will run

The Main Points

- 1. The Eagleton Affair
- 2. Salinger Affair
- 3. Vacillation on
 - a. Farm parity
 - b. National defense
 - c. Marijuana
 - d. Abortion
 - e. Amnesty
 - f. Leaving troops in Southeast Asia

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4. McGovern's 1000% support -- what it means
5. McGovern's staff
6. McGovern's capacity to govern

DEFENSE WEEK

September 24-30, 1972, and October 15-21, 1972
Defense T.V. spots will run

The Main Points

1. 1.8 million will be unemployed.
2. The Middle East will be stripped of American defenses (Israel).
3. White Flag of Surrender.
4. America -- second class power
5. Invite disaster.
6. Can't negotiate from weakness.

The Plan

1. This is "Laird Week(s)." He will have a major attack press conference on Monday of the week and then will hit at least one major media area each day in places that would be hit the hardest by McGovern's defense reduction.
2. Surrogates, Republican members of Congress, other Republican candidates for Congress, local spokesmen and paid media ads will all be geared to bombard on this issue during the critical week(s).

WELFARE WEEK

October 1-8, 1972, and October 22-28, 1972
Welfare T.V. spots will run

The Main Points

1. 7 to 12 million additional people will go on welfare in the event McGovern's welfare plan is adopted.
2. The McGovern welfare plan, together with his other wild programs will increase the working man's taxes.
3. Work Ethic vs. Welfare Ethic.

4. The plan is not well thought through.
5. McGovern keeps changing on welfare.

HIGH TAXES WEEK
October 8-14, 1972

The Main Points

1. McGovern's proposals mean high taxes for the working man.
2. We will put together all of the McGovern proposals together with the proposals in the Democrat platform, accent our attack on the way out ones and charge that these will double everyone's taxes.

THE LAST WEEK
Welfare (High Taxes) and Defense
October 20-November 6, 1972
Credibility, welfare, and defense T.V. spots will run.

During the last week of the campaign we should return to our basic themes of welfare, high taxes, defense and credibility.

GENERAL

Our positive attack will have a different issue each week for the seven weeks beginning September 17, 1972.

Our attack week will normally consist of the following elements:

1. A positive statement on the particular issue relating the President's record and/or position by an administration spokesman.
2. A major attack on McGovern on the week's issue by a leading administration spokesman. He may be toured around the country hitting key cities.
3. Other surrogates, Republican members of Congress and administration spokesman will be programmed to attack as they go about the country.
4. When our paid media campaign starts we will coordinate the subject matter of our attack commercials with the attack issue of the week.
5. Local spokesmen will make public statements in communities McGovern plans to visit prior to his arrival raising questions on the weekly issue. Hopefully, the local press and the public will raise the questions to McGovern.

6. Our P.R. and press departments will promote the weekly issue to the media during such time period.

The following assignments will be made in connection with each weekly attack:

1. Research of the subject matter
2. Writing
 - a. The positive statement on such issue with appropriate news release and forum.
 - b. The major attack(s) on such McGovern issue together with appropriate news release(s) and news conference.
 - c. Speech inserts and talking papers for other surrogates, Republican members of Congress.
 - d. Statements for local spokesmen.
3. Coordination of paid media ads with weekly issue.
4. Contact local spokesmen to make appropriate statement prior to a McGovern visit.
5. P.R. and press departments to promote the weekly issue to the media.

We will coordinate our Democrats for Nixon T.V. attack commercials as to subject matter with each week's attack theme. The emphasis of our counterattack will, also, be coordinated with each week's attack theme.

Recommendation

It is recommended that the above action plan be adopted.

Approved _____

Disapproved _____

Comments:

CONFIDENTIAL/EYES ONLY

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 18, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR: MR. JEB S. MAGRUDER

FROM: BOB MORGAN *BM*

SUBJECT: Senator Tower's Mailing to Undecided Voters

Senator Tower's people want to send the attached letter from President Nixon to all voters in Texas who are identified as for the President and undecided toward Senator Tower, or for the President and for Barefoot Saunders (the Senator's opponent).

This voter identification is in process now in the top 27 counties. Their timing for undecided letters is not the first week in October, as previously indicated, but weekly, as the canvass forms are processed.

RECOMMENDATION:

That you give Senator Tower's people a decision on the undecided voter mailing signed by President Nixon.

Approve _____ Disapprove _____ Comments _____

RECOMMENDATION:

That you approve the letter attached (TAB A).

Approve _____ Disapprove _____ Comments _____

OR

That you request a new letter to be approved by the President.

Approve _____ Disapprove _____ Comments _____

Attachment:
TAB A

September 18, 1972/SUGGESTED LETTER
FROM SENATOR TOWER'S STAFF

Dear :

Our nation needs responsible leadership in the U. S. Senate to meet the problems and challenges that confront us.

I've known John Tower for a long time, and I have always considered him to be an articulate, effective spokesman for Texas. He has proven himself to be one of the Senate's leading authorities on economic policy and national defense.

I commend Senator Tower to you as a man in whom I have the utmost confidence. I hope that you will support his re-election on November 7.

Sincerely,

Richard M. Nixon

cc: *Haldeman*

Committee for the Re-election of the President

MEMORANDUM

September 18, 1972

CONFIDENTIAL

MEMORANDUM FOR: MR. JOHN DAMGARD
THROUGH: CLARK MAC GREGOR
FROM: ROBERT M. TEETER
TED J. GARRISH
SUBJECT: Vice-Presidential Appearances

This is in response to your inquiry of those places where we believe appearances by the Vice-President will be most helpful and also those places where an appearance by the Vice-President would not necessarily aid the Presidential campaign. We have divided our suggestions into two categories for each state:

1. Those areas which should be covered on a priority basis.
2. Those areas where an appearance would not necessarily help the ticket.

The Vice-President's approval rating in Alabama is very high and a joint appearance with Red Blount would be very helpful. While we do not have data on other deep south states, we believe that the Vice-President is very popular throughout this region and joint appearances with other candidates would also be useful. Please check with Clark MacGregor before scheduling any Atlanta appearances for the Vice President.

The places shown on the attached list include large geographical areas based on television media markets. Important parts of these areas are listed where appropriate.

cc: Mr. Dwight Chapin
Mr. David Parker

CONFIDENTIAL

SUGGESTED VICE-PRESIDENTIAL APPEARANCES

<u>STATE</u>	<u>PRIORITY APPEARANCE AREAS</u>	<u>LEAST FAVORABLE AREAS</u>
<u>Alabama</u>	1. Huntsville 2. <u>Birmingham ADI</u> ^{1/} Mountain Brook Vestavia Hills Homewood Tuscaloosa 3. Montgomery 4. Mobile	
<u>California</u>	1. <u>San Diego County</u> Oceanside-Escondido Eastern San Diego 2. <u>Los Angeles</u> Alendale Downey Long Beach Santa Monica Redondo Beach- East Torrence Claremont 3. Santa Barbara	San Francisco Chico-Redding Sacramento Stockton Salinas Monterey
<u>Connecticut</u>	1. <u>Providence ADI</u> Television Market includes Eastern Conn.	Hartford/New Haven
<u>Illinois</u>	1. <u>Southern Illinois</u> Cairo Springfield 2. Rockford/Davenport 3. <u>Chicago</u> Wards 12, 13 and 15	East St. Louis

^{1/} ADI indicates area of dominant influence for a television media market.

<u>STATE</u>	<u>PRIORITY APPEARANCE AREAS</u>	<u>LEAST FAVORABLE AREAS</u>
<u>Maryland</u>	1. Baltimore County 2. Prince Georges County 3. Montgomery County	
<u>Michigan</u>	1. <u>Upper Peninsula</u> Sault Ste. Marie St. Ignace Marquette (Could be covered in conjunction with Green Bay, Wisconsin) 2. <u>Western Wayne County</u> Dearborn 3. Macomb County 4. Grand Rapids	Detroit City
<u>Missouri</u>	1. Kansas City/St. Joseph 2. Columbia/Jefferson City 3. Springfield/Joplin	St. Louis
<u>New Jersey</u>	1. <u>Hudson County</u> Jersey City Bayonne City Hoboken City 2. <u>Bergen County</u> Bakersfield Teaneck 3. <u>Eastern New Jersey</u> Monmouth and Ocean counties with older voters	

<u>STATE</u>	<u>PRIORITY APPEARANCE AREAS</u>	<u>LEAST FAVORABLE AREAS</u>
<u>New York</u>	1. Rochester 2. Albany/Schenectady 3. Elmira 4. Watertown/Carthage	New York City Utica Syracuse Buffalo ^{1/}
<u>Ohio</u>	1. Toledo 2. <u>Cincinnati</u> Eastern Cincinnati 3. Columbus 4. Youngstown	Dayton Cleveland ^{2/}
<u>Oregon</u>	1. Portland	
<u>Pennsylvania</u>	1. Harrisburg 2. Scranton 3. Erie 4. Washington/Westmoreland/ Cambria Counties	Philadelphia City Pittsburgh City
<u>Texas</u>	1. Beaumont/Pt. Arthur 2. Lubbock 3. Waco 4. Texarkana	El Paso Odessa Midland Amarillo San Antonio Corpus Christe Austin Houston
<u>Washington</u>	Could be handled better by persons other than the Vice-President.	
<u>Wisconsin</u>	1. Green Bay	Madison Milwaukee

^{1/} Even though the Buffalo area is generally unfavorable the city may offer appearance opportunities with ethnic groups which would be favorably received.

^{2/} Although the Cleveland media market is not as favorable toward the Vice-President as we would desire, some excellent areas for appearances are available. Appearances in Parma, Lakewood, Cleveland Heights, North Olmstead, Bay Village City, Berea City and Lynhurst would be most helpful. Also in Cleveland the most favorable areas are in western Cleveland City, particularly in Congressman Minshall's Cleveland Ward.

cc: G. Strachan

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT SEND

MEMORANDUM

September 7, 1972

CONFIDENTIAL

MEMORANDUM FOR: MR. CLARK MAC GREGOR
THROUGH: MR. JEB S. MAGRUDER
FROM: L. ROBERT MORGAN
SUBJECT: Agriculture Mailing

The farm mailings are designed to fit the philosophy of the farmer. As much personalization as possible has been built into it and as much of the "plastic" professionalization taken out...

- . All letters will be hand-signed
- . All Volunteer/Contributor Cards will be hand-addressed
- . All ensembles will be hand-stuffed
- . All mailing envelopes will have a first-class stamp affixed by volunteers and paid by them
- . Each major crop will have its own special interest represented in the letter
- . The general Republican brochure will be included to present the President's positive record

The basic letter copy is attached as TAB A. Inserts for major crop paragraphs are as follows:

Feed Grain (TAB B)
Dairy Farmer (TAB C)
Soybean Producer (TAB D)
Wheat Producer (TAB E)
Fruit or Vegetable Producer (TAB F)
Cotton Producer (TAB G)
Cattleman (TAB H)

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CONFIDENTIAL

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The general Republican brochure is attached as TAB I. The Volunteer/Contributor Card is attached as TAB J. The mailing and reply envelopes are attached as TABS K and L, respectively.

There are 412,169 mailing ensembles going out in 16 of the top farm states. A matrix showing the quantity by state for the mailing is attached as TAB M. This mailing should be in the field for hand-addressing during the week of October 2, 1972. An additional 92,000 labels will be given to another 8 states. The quantity by product is shown as TAB N.

RECOMMENDATION:

That you approve the Agriculture Mailing as submitted herewith.

APPROVE _____ DISAPPROVE _____ COMMENTS _____

Attachments:

TAB A
TAB B
TAB C
TAB D
TAB E
TAB F
TAB G
TAB H
TAB I
TAB J
TAB K
TAB L
TAB M
TAB N

Missouri Farm Families for the President

Hubert & Dorothy Kiehl, Chairmen, Malta Bend, 65339 (816) 886-7656

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Independence
Marvin Oerke
Amoret

EAST CENTRAL

Arlyn Schwilke, Chairman
Marion
Weldon Ernst
Perryville
Aaron Kohmann
Owensville

SOUTHEAST

John Summitt, Chairman
Cardwell
Barry Richardson
Marston
Jerry Lorbert
Gordonville

SOUTHWEST

Dale Wood, Chairman
Nebo
Jaun Potter
Carthage
Ray Miller
Osage Beach
Roy Webb
Jasper

Dear Fellow American:

NOW MORE THAN EVER -- because of Senator McGovern's extreme and shifting views, your continued support for President Nixon is doubly important.

The President believes in the basic values and traditions that made America great. Senator McGovern seems to have forgotten them.

The President has taken strong action to end the cost-price squeeze. Because of his efforts, net farm income will reach a record high of more than \$18 billion this year. But that's still not good enough, and President Nixon knows it. He is determined not just to narrow, but to close the gap between farm and non-farm incomes.

For years, we in farming and ranching have been hampered because our ability to produce has exceeded the demand for our products. President Nixon decided to do something about it by reversing America's declining farm export trend. With a lot of hard work by this Administration, exports hit a record \$8 billion this past fiscal year. And the best is yet to come. We still haven't felt the full effect of the recent international grain sales -- now expected to reach \$1 billion the first year.

To help relieve the burden of property taxes, President Nixon has introduced revenue sharing. This is a program that puts the money where the problems are by sharing federal revenues with states and localities. Senator McGovern has promised tax reform too, but "reform" to him means eliminating the present capital gains provisions, severely restricting your ability to transfer land to your children (inheritance tax), eliminating the investment credit, etc. His tax plan could be devastating to us.

In December 1971, despite overwhelming criticism President Nixon nominated Earl Butz to be Secretary of Agriculture. Secretary Butz has proven the President's decision to be a wise one, for he has spoken out more forcefully and acted more aggressively than any Secretary of Agriculture in recent history.

President Nixon. Now more than ever.

Let's look at some of the things President Nixon has done since taking office, specifically for you as a (INSERT SPECIFIC CROP PARAGRAPH).

Isn't it important to keep in office an Administration that is working for you? Not one that makes a lot of pie in the sky promises, but one that gets the job done. President Nixon and Secretary Butz represent that kind of Administration.

That's why we need your support to re-elect President Nixon on November 7th. Use the volunteer card enclosed for your contributions of time and money. It could prove as important as your ballot.

Sincerely,

P.S. Though large gifts are needed, a small one is infinitely better than none. Do give something and please do it now. Mark your check "Agriculture", to show the kind of support President Nixon has among America's farmers.

"...as a feed grain producer"

- Value Up
 - °Value of corn produced up 26% since 1968;
 - °Value of sorghum produced up 32% since 1968.
- Positive Action
 - °A CCC purchase program;
 - °Extended resale provisions;
 - °Authorization for movement of grain to distant elevators with the farmer still retaining title;
 - °Lower interest rates for the construction of on-farm storage;
 - °An expanded set-aside program.
- Exports Up
 - °Up 30% since 1968, with prospects for still greater increases in the coming year.

"...as a dairy farmer"

- Value Up
 - °Cash receipts up 14% since 1968, with expectations of still further expansion in 1972;
 - °Average price for milk sold is the highest in history;
 - °Support prices up twice in the last 18 months, 9% and 6% respectively.
- Progress
 - °Legislation in 1970 strengthened class I base plans;
 - °USDA making comprehensive study of dairy pricing problems;
 - °CCC inventories on non-fat dry milk, cheese and butter reduced greatly.

"...as a soybean producer"

- Value Up
 - °Farm value of soybeans up 31% since 1968;
 - °Average price in 1971 was \$3.01/bushel, the highest since 1947, and a 24% increase over 1968;
 - °CCC investments -- zero, as compared to 335 million bushels in 1969.
- Land Use Up
 - °46.4 million acres planted in 1972, a new high.
- Exports Up
 - °Exports of soybeans and soybean products up 71% since 1968, an unprecedented achievement.

"...as a wheat producer"

- Value Up
 - °Cash receipts up 37% since 1968;
 - °Domestic use "up" 15.5% since 1968;
 - °A phenomenal price increase in 1972, as much as 30¢/bushel in some markets;
 - °Excellent price prospects for 1973.

- Progress
 - °\$2 billion research and promotion program;
 - °Outstanding cooperation with producer organizations in export development;
 - °Program payments made early;
 - °1973 program announced early.

"...as a fruit or vegetable grower"

- Progress
 - Unprecedented purchases of fruits and vegetables for social programs;
 - An innovative research program to improve the market for selected commodities.
- Support
 - Support of grower efforts at settling farm labor disputes;
 - Opposition to the secondary boycott of farm products;
 - Support for industry efforts to expand sales of fruits and vegetables, in both domestic and international markets;
 - Expansion of the domestic market with emphasis by nutrition aides on balanced eating by the American public.

"...as a cotton producer"

- Value Up
 - °Crop value up 12% over 1968, with even higher expectations for 1972;
 - °Average price for 1971 was 28¢/lb. The high in 1966-69 was only 25¢/lb.
- Exports Up
 - °19% over 1968.
- Progress
 - °CCC inventories dramatically reduced from nearly 2.8 million bales in 1968 to almost none today;
 - °Working relationships with the industry have been excellent, resulting in modernization of marketing practices.

"...as a cattleman"

● Positive Action

- ° President Nixon rejected strong pressures to place price controls on livestock and meat products;
- ° The Administration is fighting to preserve the highest price levels possible;
- ° Accelerated purchases of beef for school lunch and needy family programs when the market has softened;
- ° Working relationships with cattle producers have been excellent.

F I N A L

GENERAL BROCHURE

(FRONT PANEL) PRESIDENT NIXON. NOW MORE THAN EVER.

(QUOTE ON CENTER PANEL) "Let us reject the narrow visions of those who would tell us that we are evil because we are not yet perfect, that we are corrupt because we are not yet pure, that all the sweat and toil and sacrifice that have gone into the building of America were for naught because that building is not yet done."

Richard Nixon

DEFENSE

President Nixon believes in a strong America. He believes the best way to decrease the defense budget is through mutual disarmament. He has proved his point with the Russian SALT agreements. Senator McGovern favors the deep cuts that the President opposes, despite warnings from military experts that the U.S. would thereby be weakened around the world.

DRUGS

President Nixon has been both tough and flexible. He won the agreement of Turkey to place a total ban on the growing of opium poppy...made an agreement with France to assist in halting the traffic of drugs...and stepped up arrests of pushers. He is spending 600% more for drug education than ever before. Together, these actions are finally turning the tide against the drug scourge.

VIETNAM

The President has done everything in his power to bring peace to Vietnam without sacrificing the South Vietnamese in the process. He has brought home 500,000 men...ended ground combat for American forces...and cut spending by two-thirds. Strong steps are continually being taken to get the enemy to cease its aggression and make peace.

STABILITY

In 1968, there was mass rioting in cities and on campuses across America. Under President Nixon, riots have become a fraction of what they were. The President has spoken out strongly for the need to respect the law and has effectively worked to solve many of the problems disturbing America.

FOREIGN POLICY

President Nixon, in the name of peace, went to Moscow where he negotiated agreements with the Soviet Union to limit development of missiles. He visited Peking to begin improving U.S./China relations. He called a halt to crisis diplomacy, seeking to reduce tension in such troubled areas as the Middle East.

ENVIRONMENT

President Nixon established the Environmental Protection Agency, the first Federal unit ever set up to protect our quality of life. He has increased funding for environmental improvement by over 500%, and initiated a Legacy of Parks Program to bring increased recreational opportunities to cities. No less than 25 separate environment bills have been proposed by him.

HEALTH CARE

President Nixon has earmarked massive amounts of money to find a cure for cancer and sickle cell anemia. Federal outlays for health care and research in 1973 will reach \$25.5 billion, and the President has proposed a National Health Insurance Standards Act, a Family Health Insurance Plan and the National Health Education Foundation, all aiming at better health care for everyone.

TAXES

(TO BE UNDERLINED
IN RED)

Under President Nixon, individuals are paying \$22 billion less in Federal taxes and corporations are paying \$10 billion more. In addition, the President's proposed revenue sharing plan would return more money to the states, enabling them to lessen state taxes -- especially the property tax. This tax affects not only homeowners but, eventually, many tenants too, through increased rents.

THE ECONOMY

President Nixon has taken strong action to halt inflation and increase employment. He initiated a 90-day wage-price freeze, followed by more flexible controls, and introduced a package of tax cuts to stimulate the economy. The inflation rate has been cut in half, and the Gross National Product has expanded at a yearly rate of over 7%. Housing starts, a prime economic indicator, are up 42% over last year.

CRIME

The President's vigorous law-enforcement policies have cut the increase in the nation's serious crime rate from 10% two years ago to 1% in the first quarter of this year. Eighty (over half) of our major cities have reported actual decreases in crime, and Washington, D.C. has achieved a 30% decrease over last year. Making all this possible has been President Nixon's program of increased aid to states and localities.



Multiply your voting power with this VOLUNTEER CARD

I agree the President deserves support. Contact me, I'll be a campaign volunteer.

Enclosed is my check for \$ _____
Made out to the Finance Committee to Re-elect the President.

Signature _____

Telephone _____

INSTRUCTIONS: Please fill out this volunteer card, insert it in the reply envelope and mail today.

A copy of our report filed with the Comptroller General will be available for purchase from the Superintendent of Documents, United States Government Printing Office, Washington, D.C. 20402

Giving costs you less this year! See tax note on other side. ▶

IMPORTANT TAX MESSAGE

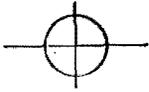
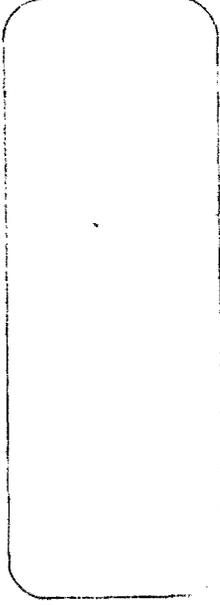
Political contributions are now tax deductible in two ways
(which ever gives you the most benefit:)

1. A \$12.50 tax credit (\$25.00 for a married couple filing a joint return) can be subtracted from your total tax bill, or
2. A \$50.00 deduction can be taken from your taxable income (\$100.00 for a married couple filing a joint return).

For record purposes, please fill in the information below:

Occupation _____ Principal place of Business (if any) _____

Missouri Farm Families for the President
Hubert & Dorothy Klehl, Chairmen, Malta Bend, Missouri 65339

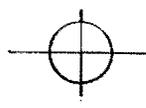
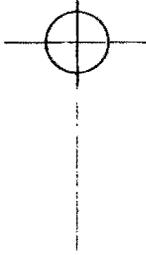


CARRIER ENVELOPE
PAID 18¢ (REQ)
PAID 7.16 (R1100)

**Missouri Farm Families
for the President**

25 South Bemiston, Suite 208
Clayton, Missouri 63105

PLACE
STAMP
HERE



FARM MAILING MATRIX
MAILING ENSEMBLES

	<u>TOTAL</u>	<u>DAIRY</u>	<u>VEGETABLES AND FRUIT</u>	<u>FEEDGRAIN</u>	<u>BEEF</u>	<u>WHEAT</u>	<u>SOYBEANS</u>	<u>COTTON</u>
CALIFORNIA	26,916	3,592	13,397	1,475	4,877	1,077		2,498
COLORADO	3,875					3,875		
CONNECTICUT	2,675	1,130	1,545					
ILLINOIS	68,224	6,998		35,423	15,748	1,614	8,441	
IOWA	55,920			33,767		383	21,770	
KANSAS	16,326					16,326		
MARYLAND	5,493	2,097	1,433	1,345	618			
MICHIGAN	30,096	9,091	7,693	7,619	5,323	370		
MISSOURI	46,816	6,148		11,618	22,073	963	4,835	1,179
MONTANA	7,100					7,100		
NEBRASKA	21,416			18,222		2,100	1,094	
NEW JERSEY	4,261	1,567	2,694					
NORTH DAKOTA	13,402					13,402		
OHIO	42,887	9,519	5,316	10,844	3,049	1,428	12,731	
PENNSYLVANIA	31,073	17,326	7,771	2,331	3,645			
TEXAS	35,689	2,436	4,398	2,156	14,816	1,535	1,118	9,230
TOTAL	<u>412,169</u>	<u>59,904</u>	<u>44,247</u>	<u>124,800</u>	<u>70,149</u>	<u>50,173</u>	<u>49,989</u>	<u>12,907</u>

FARM MAILING MATRIX
LABELS

	<u>TOTAL</u>	<u>DAIRY</u>	<u>VEGETABLES AND FRUIT</u>	<u>FEEDGRAIN</u>	<u>BEEF</u>	<u>WHEAT</u>	<u>SOYBEANS</u>	<u>COTTON</u>
COLORADO	8,936			2,324	6,612			
INDIANA	19,119			19,119				
MINNESOTA	19,075	19,075						
MONTANA	10,097				10,097			
NORTH DAKOTA	9,207				9,207			
OREGON	7,153		4,008		1,697	1,448		
SOUTH DAKOTA	13,367				13,367			
WASHINGTON	10,918		5,399		2,195	3,324		
TOTAL	<u>97,872</u>	<u>19,075</u>	<u>9,407</u>	<u>21,443</u>	<u>43,175</u>	<u>4,772</u>		

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 18, 1972

MEMORANDUM FOR:

~~MR. BRUCE KEHRLI~~ *SS H*

FROM:

FREDERIC V. MALEK *FVM*

SUBJECT:

Special Ballot Organization - Canada

The National Observer quotation regarding our intent to establish a volunteer committee in Canada is correct. The statement was made by Richard McAdoo who, as Director of Special Ballots, is responsible for directing the overseas absentee voting effort. The State Department's figures showed 245,564 Americans residing in Canada at the end of FY 1971.

The statement that we are interested in "draft evaders" is wholly inaccurate, and Mr. McAdoo did not say that we were. We do not intend to solicit absentee votes from this group. Our target voters among overseas citizens are primarily in the business and professional community.

Volunteers are presently working on an independent basis in Canada to identify favorable voters and provide them with absentee ballot applications. To date this effort has been operating without formal leadership as we have been unsuccessful in obtaining a volunteer "country" chairman. We expect to make a formal announcement of a Chairman for Canada by the end of the week.

Please let me know if you need anything further.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

September 19, 1972

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

MEMORANDUM FOR:

DAVE PARKER

FROM:

JEB S. MAGRUDE

As you know, Wave III is completed and Bob Teeter and his staff are currently reviewing the data. Next week they plan to brief the Vice President and his staff on results of Wave III and will include in this briefing locations where the Vice President should consider in his scheduling of campaign activities. This briefing will supplant any memo on this subject.

Bob Teeter has communicated this to Dwight Chapin today; thus, he is aware of our plans.

If you have any questions, I suggest you contact Bob Teeter directly.

THE WHITE HOUSE
WASHINGTON

Date : September 19, 1972

To: H. R. HALDEMAN

FROM: HARRY DENT *HD*

Please handle _____

For your information _____

JACQUES TORCZYNER

515 Park Avenue
New York, New York 10022

September 11, 1972

Mr. Harry S. Dent
Special Counsel to the President
The White House
Washington, D. C.

Dear Mr. Dent:

I know that you are very busy now with the campaign and I am certain that you are aware of the fact that for the first time the Jewish vote is a factor in this election.

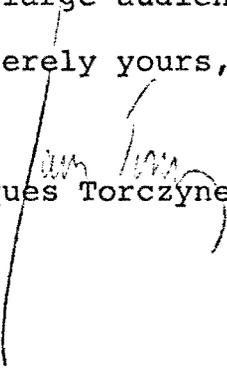
Notwithstanding statements made by Jewish organizations that never issued statements when Jewish leaders endorsed Democratic candidates, the feeling of support for this Administration and for the re-election of the President is rather strong.

I found that the following issues are important to the Jewish community:

- a. Israel
- b. Black anti-Semitism
- c. Quota system and its dangers for the Jewish community.
- d. The Lindsey Administration
- e. The Forest Hills Housing Project

You will have noticed that the Democratic candidate has appeared before many Jewish groups and audiences. Up to this moment, the President has not addressed one Jewish audience. May I respectfully suggest that it is very important for the campaign that such a meeting be held. It should not be a small meeting. It should be an address before a large audience.

Sincerely yours,


Jacques Torczyner

JT:ms

September 20, 1972

TO: Harry S. Dent
FROM: Brad E. Hainsworth
RE: Washington

The President: Washington is a potential trouble spot, but the President is favored to carry the state.

Governor: Governor Daniel J. Evans (R) is favored, though Democrat ex-Governor Albert Rosellini's total vote exceeded Evans' by 31,500 votes. This is a potentially close race.

Senate: No race.

House: 1 Republican; 6 Democrats

1st District: Thomas Pelly (R) is not seeking re-election. The Republican is Joe Pritchard who should win. The Democrat is John Hempleman.

2nd District: (Targeted) - Lloyd Needs (D) is favored. The Republican is Bill Reams.

3rd District: Julia Hansen (D) should win. Republican is Skip McConkey, a Bircher.

4th District: (Targeted) - Mike McCormack (D). Republican Stewart Bledsoe is favored.

5th District: Thomas Foley (D) is favored. Republican is Clarence Privette, an unknown who may have been picked by Foley.

6th District: Floyd Hicks (D) should win. Republican is Tom Lowery.

(3)
Harry S. Dent
Page Two
September 20, 1972

7th District: Brock Adams (D) should win. Republican
is Bob Freeman, an unknown who may be Adams' candidate.

Issues: The economy and jobs are the leading issues.

BEH:j

bcc: MacGregor, [✓] Maldeman, Parker, BEH

Committee for the Re-election of the President

MEMORANDUM

September 21, 1972

MEMORANDUM FOR MEMBERS OF THE BUDGET COMMITTEE

FROM: CLARK MacGREGOR

SUBJECT: Budget Committee Meeting, Wednesday, September 20, 1972

PRESENT: Barrick, Dailey, Evans, Jones, LaRue, MacGregor,
Magruder, Malek, Nunn, Odle, Reisner, Stans, ~~Strachan~~

1) Malek/Jones are to instruct the states to begin to take costs of campaign materials out of their state budgets as they approach their quotas.

2) Evans is determining whether it is lawful for McGovern to charge 150% of first class air fare to reporters on his campaign plane. If it is legal, the Vice Presidential plane will charge a similar amount.

3) LaRue and Nunn are to draft approximately 12 individualized letters for MacGregor's signature to state campaign chairmen in the states where fund-raising efforts are behind. These letters will ask the chairmen to make certain the finance chairmen meet their quotas. MacGregor will follow up with telephone calls, and personal visits if necessary.

MacGregor will also telephone Governor Ogilvie, Claude Jasper, Governor Knowles, and Governor Love with respect to the fund-raising effort in their states.

4) Nunn needs a faster response to requests of the Scheduling Department for fund-raising dinner and meeting speakers. Porter will meet with Nunn to get this resolved.

6) MacGregor will tell Anne Armstrong that if she collects contributions for the Finance Committee in the amount of \$30,000, the Committee will give Armstrong \$40,000 for her proposed bus tour.

7) Malek and Magruder are to work with Evans in finding and then suggesting to the Budget Committee a suitable alternative to the Finance Committee's proposed Night for Nixon.

8) Malek/Jones are to instruct the states to place "primed" bottles for contributions for campaign materials in every storefront.

9) Peter Dailey has resolved the Bailey Howard situation.

The Budget Committee will meet next Monday, September 25, at 3:00 p.m., and every Monday at 3:00 p.m. thereafter.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 20, 1972

CONFIDENTIAL

MEMORANDUM FOR: MR. CLARK MacGREGOR
THROUGH: JEB S. MAGRUDER
FROM: L. ROBERT MORGAN
SUBJECT: Signatures for Republican Get-Out-The-Vote
Telegrams

Arthur Finkelstein has written a memo about the signatures for the Republican Get-Out-The-Vote telegrams, and firmly believes that we should use your signature. His memo to Bob Marik is attached as Tab A. Dr. Marik agrees with this, because your name would inform, but would be neutral from the factional viewpoint in the states.

RECOMMENDATION:

That you approve the use of your signature to be used on all Republican Get-Out-The-Vote telegrams.

Approve _____ Disapprove _____ Comment _____

Attachment:
Tab A

CONFIDENTIAL

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

A

MEMORANDUM

September 19, 1972

CONFIDENTIAL

MEMORANDUM FOR: DR. ROBERT H. MARIK
FROM: ARTHUR J. FINKELSTEIN
SUBJECT: Signatures for Get-Out-the-Vote Telegram

It is my strong feeling that the function of a get-out-the-vote telegram is to inform a favorable voter of the date that the election is to be held. It is not to persuade.

Therefore, any signature which may in any way cause the individual to reflect upon his vote is a negative. I strongly urge Clark MacGregor as National Director of The Committee for the Re-election of the President to sign all Republican get-out-the-vote telegrams and that John Connally as Director of Democrats for Nixon sign all Democratic get-out-the-vote telegrams.

cc: Mr. L. Robert Morgan

CONFIDENTIAL

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 18, 1972

CONFIDENTIAL

MEMORANDUM FOR: MR. CLARK MAC GREGOR

THROUGH: MR. JEB S. MAGRUDER

FROM: MR. L. ROBERT MORGAN

SUBJECT: Republican "Get Out The Vote Telegram"

The "Get Out the Vote Telegram" is our last firm opportunity to contact the voters for the President in the nine key states. We anticipate that the telegram mailing should increase our vote by 3-1/2% to 8-1/2%.

The entire ensemble is scheduled for delivery on November 2. A five cent precancelled stamp will be used for added personalization. The mailing will go out at the third class bulk rate.

Of the nine key states we are working, six have the party identified; whereas, three do not register by party. TAB A shows the six party states, with the number of Republican households in our data base. A summary of the states' signators is shown in TAB B. The use of the listed signators is subject to their copy approval, and naturally, our final review.

The suggested Telegram envelope format is attached as TAB C. This concept was effectively used as tests in the Florida and California primaries. The paper for the Telegram is attached as TAB D. The copy for the regular Republican Telegram is attached as TAB E. The copy for the older American Republican Telegram is attached as TAB F.

RECOMMENDATION:

That you approve the Republican "Get Out The Vote Telegram" as outlined above.

Approve _____ Disapprove _____ Comments _____

CONFIDENTIAL

SIX KEY STATES WITH PARTY REGISTRATION

<u>STATE</u>	<u>REPUBLICANS</u>
California	1,983,336
Connecticut	249,783
Maryland	296,000
New Jersey	400,000
Ohio	552,231
• Pennsylvania	<u>1,559,000</u>
TOTAL:	5,040,350

SIGNATORS FOR "GET OUT THE VOTE TELEGRAM" IN SIX KEY STATES

B

CALIFORNIA:

Governor Ronald Reagan: Lyn Nofziger and his staff agree that for Republicans, Governor Reagan is the person to sign.

OHIO:

Mayor Perk, Chuck Ross, Senator Taft, Senator Saxbe: Different signators will be used for the various geographical parts of the state; e.g., Mayor Perk in Cuyahoga County, Senator Taft in five downstate counties, Chuck Ross (Nixon State Chairman) in Montgomery County, where he is Republican County Chairman, and possibly, Clark MacGregor.

PENNSYLVANIA:

Senator Scott, Senator Schweiker: As the two senior elected Republicans in the state, their names on the telegram represent both solidarity and recognition.

CONNECTICUT:

Governor Meskill: Governor Meskill is the State Chairman, and his Connecticut acceptance is high.

MARYLAND:

Senator Mathias, State Senator Thomas: State Senator Thomas is the Maryland Nixon Chairman, but doesn't have statewide recognition. Senator Mathias, on the other hand, has statewide recognition, and his name should show total Republican solidarity.

NEW JERSEY:

Senator Case, Governor Cahill: Senator Case and Governor Cahill represent the Republican Party factions in the state. Their names on the Telegram are a solid combination.

SAMPLE TELEGRAM ENVELOPE FORMAT

C

1670 Wilshire Boulevard / Los Angeles, California 90017

TELEGRAM

Address Correction Requested



PAPER SAMPLE FOR TELEGRAM

TELEGRAM

MR. & MRS. JOHN T. EZELL
3548 LIME AV.
LONG BEACH, CA 90807

AMERICA NEEDS PRESIDENT NIXON -- AND PRESIDENT NIXON NEEDS YOU, BOTH AS AN AMERICAN AND AS A FELLOW CALIFORNIAN. ON PRIMARY DAY, JUNE 6TH, YOU HAVE THE CHANCE TO SHOW YOUR SUPPORT FOR THE PRESIDENT. A REALLY BIG VOTE WILL SIGNAL THE NATION THAT THE PRESIDENT HAS THE UNITED SUPPORT OF CALIFORNIA REPUBLICANS. PRESIDENT NIXON NEEDS SUCH A VOTE. HE NEEDS YOUR VOTE. PLEASE REMEMBER TO VOTE ON JUNE 6TH.

RONALD REAGAN
CHAIRMAN, CALIFORNIA COMMITTEE
FOR THE RE-ELECTION OF THE
PRESIDENT

REGULAR REPUBLICAN TELEGRAM

THE PRESIDENT NEEDS YOUR HELP. DO NOT TAKE PRESIDENT NIXON'S
RE-ELECTION FOR GRANTED! YOUR VOTE IS VERY VERY IMPORTANT THIS
ELECTION. THINGS BETTER, QUIETER, MORE ORDERLY THAN FOUR YEARS
AGO. DO NOT ALLOW OTHERS TO DECIDE WHO SITS IN THE WHITE HOUSE
DURING THE CRITICAL YEARS AHEAD.

RAIN OR SHINE VOTE FOR PRESIDENT NIXON ON NOVEMBER 7th.

(Signator's name appears here)

E

OLDER AMERICANS' TELEGRAM

THE PRESIDENT NEEDS YOUR HELP. DO NOT TAKE PRESIDENT NIXON'S
RE-ELECTION FOR GRANTED! YOUR VOTE VERY VERY IMPORTANT THIS
ELECTION. DO NOT ALLOW AMERICA TO TURN ITS BACK ON AGE OLD VALUES.

RAIN OR SHINE, VOTE FOR PRESIDENT NIXON ON NOVEMBER 7th.

(Signator's name appears here)

F

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 19, 1972

CONFIDENTIAL

MEMORANDUM FOR: MR. CLARK MacGREGOR
THROUGH: MR. JEB S. MAGRUDER
FROM: MR. L. ROBERT MORGAN *RM*
SUBJECT: Non-Republican "Get-Out-The-Vote" Telegrams

As you know, we are planning to send "Get-Out-The-Vote" telegrams to non-Republicans in nine key states, in late October. Tab A is a list of these key states, showing the anticipated number of telegrams to be mailed. We anticipate a total of 5,700,000 non-Republicans that will be identified by the canvass, telephone banks and hostess programs. In a few weeks, we will be able to see how close they are to this goal. In the meantime, stock must be ordered in anticipation of reaching this figure.

Five red, white and blue comps are attached on styrofoam boards for ease of presentation. These are labeled Tabs B, C, D, E and F.

RECOMMENDATION:

That you recommend three of the five to be presented to Mr. John Connally on Tuesday, September 26.

Approve _____ Disapprove _____ Comments _____

The copy for the telegram is attached at Tab G. The purpose of this copy is to remind and stimulate the pro-Nixon voter to go to the polls and vote on November 7th.

RECOMMENDATION:

That you approve the copy attached as Tab G for us to present to Mr. John Connally on September 26.

Approve _____ Disapprove _____ Comments _____

CONFIDENTIAL

- 2 -

RECOMMENDATION:

All of the telegrams in the nine key states will be signed by Mr. John Connally.

Approve _____ Disapprove _____ Comments _____

Attachments:

TAB A

TAB B

TAB C

TAB D

TAB E

TAB F

TAB G

CONFIDENTIAL

"GET-OUT-THE-VOTE" TELEGRAMS TO BE MAILED IN KEY STATES

California	900,000
Connecticut	300,000
Cook County, Illinois	850,000
Maryland	154,000
Michigan	600,000
New Jersey	660,000
Ohio	600,000
Pennsylvania	650,000
Texas	<u>1,000,000</u>
TOTAL:	5,714,000

MEMORANDUM



B

LIMAN

Democrats
for
NIXON

telegram

LAND

7,534

Now
more than ever.



telegram

Democrats
for Nixon

D

GRAM



ATLIFFE
AVENUE
N.A. 12300

Democrats
for Nixon

E

telegram!

MR. & MRS. T. WEBSTER
2346 SAN PASQUIL VLLY
ESCONDIDO, CA 92025

AMERICA NEEDS PRESIDENT NIXON - AND PRESIDENT NIXON NEEDS YOU, BOTH AS AN AMERICAN AND AS A FELLOW CALIFORNIAN. ON PRIMARY DAY, JUNE 6TH, YOU HAVE THE CHANCE TO SHOW YOUR SUPPORT FOR THE PRESIDENT. A REALLY BIG VOTE WILL SIGNAL THE NATION, THAT THE PRESIDENT HAS THE UNITED SUPPORT OF CALIFORNIA REPUBLICANS. PRESIDENT NIXON NEEDS SUCH A VOTE. HE NEEDS YOUR VOTE. PLEASE REMEBER TO VOTE ON JUNE 6TH.

telegram!

MR. & MRS T. WEBSTER
2346 SAN PASQUIL VLLY
ESCONDIDO CA 92025

Democrats
for Nixon

DEMOCRATS FOR NIXON TELEGRAMS

YOUR VOTE ON NOVEMBER 7 IS THE MOST IMPORTANT SINGLE
VOTE IN YOUR LIFE TIME. PLEASE DON'T TAKE THE ELECTION
OF PRESIDENT NIXON FOR GRANTED.

NOW IS THE TIME TO JOIN OTHER AMERICANS WHO ARE VOTING
FOR THE MAN NOT FOR THE PARTY. AMERICA NEEDS THE
PRESIDENT'S CONTINUED POSITIVE LEADERSHIP.

RAIN OR SHINE BE CERTAIN TO VOTE ON NOVEMBER 7 FOR THE
PRESIDENT.

(Signator's name appears here)

G

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

September 21, 1972

~~ADMINISTRATIVELY CONFIDENTIAL~~

MEMORANDUM FOR: MR. H. R. HALDEMAN
FROM: BRUCE KEHRLI *BK*
SUBJECT: Campaign Organization

Please note the attached comment from the September 21 News Summary.

*Tell Mac Vega
S → Reisman
9/26*

cc: Alexander P. Butterfield

organizing and raising money in all 15 precincts of Fla. Reporter said RN is Kennedy's 3rd choice, as he was for Jackson and HHH earlier. On film, Kennedy said he's still a loyal Dem, and argued that Dems for RN are helping Dem party, not GOP, and that many in GOP are unhappy about his group because it means no converts to GOP. Reporter said Fla. is leaning heavily to RN now, and a random survey of 12 registered Dems (3 out of 4 on film for RN) showed 2/3 for RN. This, he said, does indicate disaffection with McG -- all of which makes Kennedy's job fairly easy.

Noting RN had secluded himself at CD, Rather on CBS AM film said 1701 revealed some more surrogates -- women this time, mostly Cabinet wives, and under the command of Mrs. MacGregor. Mrs. MacGregor on film telling women they would get into 35-40 states and about 100 cities. Rather noted one woman missing -- Martha Mitchell -- who's not been involved in campaign since before GOP conv.

*Notes:
Rather*

Rather on CBS radio w/ fairly positive comments on campaign. He noted an RN man replied that if, about Oct. 15, NVN invited McG to visit and said they'd turn over to him at least half, maybe more, of the POWs "that would be dynamite and perhaps could narrow the campaign margin dramatically, if not actually win the election for McG." The confident MacGregor told Rather the 2 states of most concern are Mass. and W. Va. Rather reports a cab driver told him, "You know, I could be convinced to vote for McG if he would only talk more about what really bothers me, which is the price of meat and beans, and how many people RN has put out of work." Dan noted a Post reporter said, "We sent one of our best reporters out to Ill. He says the McG campaign there is a laugher." And one from the Sun added, "We sent a guy to Boston to do some random polling in one block of a working-class neighborhood. 12 out of 13 families were solidly for RN." A Dem working for McG told Rather of Christian's report that RN carried Southwest State College in Texas by more than 80%. A veteran campaigner says McG's efforts to organize students in La. have been going so badly that McG workers have been told to spend their time elsewhere. Rather said a McG man admits it's largely true, but adds: "don't forget our strength is in the big states of the Northeast and California." The McG man also says RN's organization is "top heavy, weak at

x
H - note - I have a that both at
feeding also the Post RNC + 1701
we have too many in D.C. - not in enough field

Committee for the Re-election of the President

MEMORANDUM

September 25, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR THE HONORABLE CLARK MacGREGOR

THROUGH: JEB S. MAGRUDER

FROM: E. D. FAILOR
ROBERT C. ODLE, JR.

During the last week an informal task force has met to put together a proposed plan for our election night activities November 7. The basic purpose of election night in our view is twofold: first, to influence, insofar as possible, states in the West which are still voting as the networks are beginning their evening coverage, and, second, to provide a proper setting where White House, RNC, and 1701 staff, plus the major contributors and VIPs, may gather to honor the President's victory.

The most important purpose, of course, is to influence the vote in the West, and this can be done by having "heavy hitters" (e.g., our surrogates, celebrities, pollsters, strategists, etc.) present at the election night headquarters and available to the networks so that they will choose in the early hours to focus away from their studios to our election headquarters. In other words, we'll attempt alternate programming in much the same fashion we did at the convention.

For example:

- ..We will have double systems for obtaining voting results ahead of the networks for the Presidency, key Senate and Congressional races, and races for Governor.
- ..We will insure the presence of the TV nets at our hotel and develop a good relationship with them. We may need to secure the assistance of someone like Fred Rhinestein or Mark Goode in this connection.

- ..We will think through the proper approach to input "heavy hitters" who will be interviewed on TV in such a way to translate a Presidential landslide into votes for Senate, Congress and Governorships.
- ..We will have present our campaign strategists, pollsters, and other campaign staff to "help" the TV people "analyze" the early returns and to make available more up-to-date information than the nets have.
- ..Writers will be present to write up cards as needed for those interviewed so they'll be properly inputted. Some cards will be prepared ahead of time.
- ..In conjunction with the finance people, we will use the VIP rooms to hold our "heavy hitters."

The election night task force would be headed by Ed Failor as chairman and Rob Odle as project manager. Lang Washburn will represent the Finance Committee; Bart Porter will be responsible for surrogates, spokesmen, and celebrities; Mike Schrauth has been assigned by Ron Walker as White House liaison; Manyon Millican will be responsible for the tracking of voting results; and Stan Anderson will head up the influencing the vote project. Later, some key people such as Mark Goode and possibly Fred Rhinestein can be asked to assist.

Subject to approval, we have reserved the entire second and fourth floors of the Statler Hilton Hotel in Washington for our use on election night. We have also reserved all the major suites in the hotel on a tentative basis. A second floor plan is attached.

The Presidential Ballroom, Congressional Room, and Senate Room would be all used together as the main gathering room for invited guests. All the visuals and charts would be set up behind a stage on the L Street side of the Presidential Ballroom. Network cameras would focus on the stage from the ballroom floor and perhaps pool cameras could be set up in the two projection rooms overlooking the ballroom. We propose that cash bars (to keep costs and heavy drinking down) be set up in the Senate Room (out of the cameras' view). Soft drinks would be free.

The Continental Room would function as a television interview room and be set up living room style. The Exhibit Galleries would be the press room.

The K Street side of the second floor would be secured for VIPs and key staff. The Federal Room, Foyer No. 2, and South American Room would be set up club room style (groups of comfortable lounge chairs and cocktail tables, soft lamps instead of overhead lighting, potted plants and flowers, complimentary liquor and hot hors d'oeuvres. The South American Room would be basically for the large contributors and the other two rooms for our surrogates, Cabinet, senior White House staff, prominent celebrities and athletes, etc.

We would attempt to make these three rooms as comfortable and enjoyable as possible so as to confine our heavy hitters in them (as opposed to private suites), thus making them instantly available to be inquired and to go to the interview room, press room, or ballroom floor for televised interviews. Closed circuit television in the VIP rooms would allow the occupants to view what was happening on the charts in the ballroom. Color televisions would be located throughout the rooms for network viewing.

The Pan-American Room and the state rooms along K Street would be reserved for the Failor/Anderson/Millican tracking operation and for staff offices as needed.

The floor above the second floor where these activities would take place is the fourth floor (there is no third) and this floor, consisting of suites, sleeping rooms, and hotel offices, would be reserved for senior White House and Administration officials who require private rooms, and for those contributors coming from out of town. In addition, rooms would be reserved for staff members who need to change clothes, wash, etc. Having virtually all of our activities on two contiguous floors avoids the problem of tied-up elevators and is of great assistance from a security standpoint.

Admission would be by invitation only and enclosed with the invitation would be a small pin to be worn in one's lapel or on one's dress which would be the only valid admission credential for that evening; one color pin would entitle its wearer to admission to all parts of the second floor and another color would restrict the person to the main ballroom area.

Invitations would be extended to the White House staff and their spouses, RNC staff and their spouses, 1701/1730 staff and volunteers and spouses, and the top 25-50 D. C. Re-elect and GOP officials, plus, of course, our major contributors, spokesmen, surrogates, celebrities, athletes, etc. We would not invite Nixon state chairmen since we would not want to encourage them to leave their states early on election day to come to Washington. We can make up for that at the Inaugural. We would make certain to invite leading Republican members of Congress and have a large percentage of young people and minorities present.

In terms of the program in the ballroom, we would break to some degree with the tradition of everyone standing around waiting for election results. For example, the program could consist of:

- ..Selected dignitaries speaking to the gathering on issues key to the Western states and doing it within the context of Nixon record and the next four years. These remarks should not be off-the-cuff. They should be programmed, thought out, and well delivered.
- ..Entertainment politically tinged to reinforce key issues to the degree that this is possible. For example, Sammy Davis, Jr., singing and talking about the "new beginning" which the President offers.

This program of speakers and entertainment should go in several cycles; a cycle consisting of, for example, 15-20 minutes of political speeches followed by 20-30 minutes of entertainment. Then there would be a break of 45 minutes or so at which point attention would focus on election returns. In suggesting such a cycle, it is assumed that people are really interested in returns at basically two points: initially when the first numbers are available and then as the data becomes sufficient for projection.

In between these two points in time -- unless a state is very close -- the average person gets bored watching more of the same. Obviously, the planning of such cycles should be based on the need to impact on the Western states as well as the likely timing of returns from those states where returns are available.

Responsibilities for election night would be assigned as follows:

Ballroom decorations, stage, platform -- Bart Porter

Ballroom entertainment and program -- Ed Failor/Bart Porter/Bruce Miller

Ballroom visuals, charts, etc. -- Ed Failor/Manyon Millican

Black Participation -- Paul Jones/Ed Failor

Celebrities, Athletes, Surrogates, etc. -- Bart Porter

Finance VIPs -- Lang Washburn

Food and beverage -- Connie Santarelli

Hotel liaison -- Rob Odle/Connie Santarelli (John Gartland of the White House may later be able to help)

Influencing the vote in the West -- Stan Anderson/Ed Failor

Invitations -- Rob Odle/Steve King

Logistical and office supplies -- Andy Lawrence

RNC Liaison -- Rob Odle/Barry Mountain

Security -- Steve King

Spokesmen (Ballroom, Interview room, etc.) -- Ed Failor/Bart Porter

Telephone installations -- Rob Odle/Martha Duncan

Tracking results -- Ed Failor/Manyon Millican

Transportation (buses and cars to and from 1701, WH, Hotel -- Andy Lawrence

VIP Rooms -- Rob Odle/Connie Santarelli/Bart Porter/Long Washburn

White House Liaison -- Mike Schrauth

Youth Participation -- Ken Rietz/Ed Failor

If you approve of these basic thoughts, we will proceed in this general manner and on a weekly basis furnish you with progress reports and decision papers.

Approve _____ Disapprove _____ Comment _____

N
E
W

Auto Lift

235-A
FLOOR

SECOND FLOOR
STATLER HILTON HOTEL

Press Room
EXHIBIT GALERIES

SHOWER ROOM

Entrance Closed

Service

Presidential Ballroom

Stage and Visuals

Congressional Room

Senate Room
Cash Board

Federal Room

VIP Room

Grand Terrace

Security Deck

VIP Room

Lower Lobby

Foyer No. 2

Foyer No. 1

Interview Room

Entrance Closed

SIXTEENTH STREET

STAFF

1-8

H. J. Sedam

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 25, 1972

MEMORANDUM FOR THE HONORABLE CLARK MAC GREGOR

THROUGH: JEB S. MAGRUDER

FROM: GLENN J. SEDAM, JR. 

SUBJECT: Senator Goldwater's Request For An Airplane

In a letter to you dated September 20th, Senator Goldwater states that he has leased a Sabreliner for use in campaigning until November 7th. He states in his letter that "Back in July I was given the go ahead to do this and now that has been accomplished".

I know of no "go ahead" being given to Senator Goldwater to obtain his own airplane. His Administrative Assistant, Leonard Killgore, came to my office last week and explained it all to me for the first time. The proposed lease would work as follows:

1. Senator Goldwater personally will be the lessee of a Sabreliner Model 60 from Western Leasing in Van Nuys, California.
2. He will use the airplane to campaign for the President. When he does so, he will bill us at \$500.00 per hour for the time the aircraft was used for the purpose of campaigning.
3. The \$10,000 he is requesting now is, as I understand it, to be an advance by us toward anticipated billings to us for the hours flown on our behalf. Total billings, Killgore projects, will be approximately \$50,000.
4. The aircraft will be available to us for use by other surrogates when not being used by Senator Goldwater. Killgore projects that availability to be approximately 40% of the time.
5. When the Senator flies on behalf of other senatorial candidates, that portion will be paid for by the Senatorial Campaign Committee.

My Evaluation Of The Cost

Assuming arguendo we were to provide an airplane for Senator Goldwater's travels, a price of \$500.00 for a Sabreliner is very reasonable. A Sabreliner carries approximately eight passengers and would normally cost more than \$750.00 per hour to charter. However, Sabreliners are not generally available for charter. They are a very expensive airplane used by corporate flight departments. I know of no air taxi company that has one available for charter. A Lear jet which holds six passengers costs us approximately \$600.00 per hour. A Falcon which is a little larger than a Lear (carries seven to nine passengers) costs \$900.00 per hour. We are frequently able to obtain Falcons for \$750.00 per hour. Therefore, \$500.00 per hour for a Sabreliner, which is considered by many to be the best and safest executive aircraft in the air, is abundantly reasonable.

Conclusion and Recommendation

While the Senator only has a handful of appearances scheduled by the CRP, on almost every appearance he makes he speaks on behalf of the President's candidacy. In deference to a previous Presidential candidate, it is recommended that we agree to share in the lease of the aircraft as outlined above, but only if we are assured of the use of the aircraft for Secretary Schulz, et al. for at least 50% of the time. To accomplish this Senator Goldwater's administrative assistant would have to agree to work closely with me so that we could be sure to have control of the aircraft for our share of the time.

Approve _____ Disapprove _____

Comment _____

cc: Mr. Herbert L. Porter
Mr. Paul E. Barrick

United States Senate

WASHINGTON, D.C. 20510

September 20, 1972

PERSONAL

The Honorable Clark MacGregor
Committee for the Re-election of
The President
1701 Pennsylvania Avenue, NW
Washington, D. C.

Dear Clark:

In order to meet the campaign schedule that I have from now until November the 7th, a Sabreliner Model 60 has been leased for this purpose. Back in July I was given the go ahead to do this and now that has been accomplished.

Therefore, the price involved is \$500 per flight hour, which is an unbelievably low price. This airplane will be available for your use and scheduling of other surrogates, which was agreed upon originally.

Inasmuch as today is the beginning of my tour for the President, it would be greatly appreciated if you would authorize the proper person to issue the first payment for this leasing which is due today. The payment of \$10,000 will cover the initial downpayment and an accounting will be made to the appropriate person weekly and additional funds will be asked for when needed.

For your further information, any flying time which will be for the Senatorial Campaign Committee will be paid for by that Committee.

Many thanks for your continued help.

With best wishes,


Barry Goldwater

September 26, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: MURRAY CHOTINER

This story is worth reading in full. The markings are by the party who sent it to me.

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

MMC:a
Encl.

** * * Central Theme
 put in everyday
 at 3 or 4 spots!*

McGovern

The Candidate Keeps on Pitching, Hopi

By ROBERT S. BOYD
 Chief of Our Washington Bureau

EN ROUTE WITH McGOVERN—George S. McGovern walked out of an old folks recreation center in the tiny town of Gresham, Ore. A sharp-eyed old lady in a checked dress grabbed his arm and hissed into his ear:

"I think it's a crime for people to run in presidential elections."

Well, they don't put people in jail for seeking the White House, but maybe they ought to send them to a madhouse. Presidential campaigning must be just about the wackiest way to make a living known to man.

TWO WEEKS of criss-crossing the continent with the Democratic candidate have filled three notebooks with scenes of high drama and low comedy, silliness and solemnity.

It is hard at times to remember that this is the Candidate, a man seeking the great power and majesty of the Presidency of the United States.

There is, of course, a reason for the frantic scrambling about the country—on and off planes, into and out of motorcades, through deserts and cities and starry night skies.

The purpose is to show George McGovern to the people—the people who scarcely know him but into whose hands on Nov. 7 he will commit his fate.

To the Candidate, The People become a blur of faces—smiling, staring, scowling, waving signs, shouting slogans, stretching out fingers to be touched, poking microphones and scraps of paper at him, always asking, asking, asking.

To the people, The Candidate is the star of a flying circus, arriving at airports and the scream of jets, moving along fences amid a swarm of cameramen and security agents, booming half-comprehended words into a cluster of mikes and vanishing with another roar of jets and a swirl of dust.

ONLY A small fraction of the people can inspect the candidate in the flesh this way. The vast majority see him strained through a TV tube or dissected in the columns of their newspapers.

But somehow, through this jumble of impressions, is supposed to emerge, at the end of October, a picture of the candidate and what his presidency might mean to you and me.

The people will consider that picture and decide whether they want the candidate to command their armies and spend their taxes—or whether they prefer to stick with the other fellow.

The picture of George McGovern is not clear yet. Like a mosaic, it builds up gradually through the lengthening night of autumn.

Following are some fragments of that emerging picture, picked up in two weeks along the campaign trail, that may help to get a clearer, picture of George McGovern his way of running for the presidency.

McGovern ran into the old lady in Gresham seeking the votes of the over-65 population. After all, they outnumber the 25 million 18 to 25-year-

olds he has courted for the past four years.

The visit to the Gresham Senior Adult Center was a campaign gimmick to get McGovern some free TV time. And it worked.

On the press bus on the way to Gresham, McGovern aides passed out a mimeographed statement. It accused the Nixon administration of "neglect of the aged" and plugged the candidate's own Social Security, health and tax relief programs.

We won't just talk about listening to older people," the paper said. "We'll listen hard and we'll respond to what we hear."

Maybe so, but McGovern did very little listening while he performed for the TV cameras at Gresham.

During the half-hour stop, he shook about 100 hands, murmured pleasantries, got a kiss, played electric shuffleboard (three shots, all bad) and made a brief speech.

One elderly gentleman urged him to work for the passage of HR-1, the Social Security and welfare bill, because "there are a lot of us who need teeth and glasses."

Otherwise, the candidate only listened to the Gresham Senior Hotshots, an old folks' band in funny costumes playing on washboards and kitchen pans.

TV cameras recorded the candidate and the Hotshots. The scene made the network news shows that night. Hearts of the McGovernites were gladdened.

Working the fence at the Seattle airport, McGovern ran into Larry Shroeder, who was two years ahead of him in high school in Mitchell, S.D.

He remembered Shroeder and they traded memories and names of pals for a few moments. After the candidate moved on, Shroeder told reporters he used to wash cars with McGovern. "He was a good worker and anice guy," he said.

Are you going to vote for him: Someone asked.

"Hell no, I wouldn't vote for him," said old pal Shroeder.

SEARCHLIGHTS stabbed the sky over a parking lot in a seedy section of Hollywood. The Candidate was coming . . . No, not the movie, the man running for president.

A galaxy of movie stars and California politicians warmed up the crowd of perhaps 5,000 young people.

Actress Susan St. James, an intense look on her pretty face, told about her baby and how hard she wants her not to suffer under four more years of President Nixon.

Actor Robert Culp asked to see "a sea of green" as volunteers passed buckets among the audience to help the debt-ridden candidate.

Then, to the blare of a rock band and a delirious roar, McGovern arrived.

HE HAD prepared a routine speech accusing Nixon of harboring a secret plan to raise taxes after the elections, but he threw it away. Word had just come that nine Israeli hostages kidnapped at the Olympic games died in a blaze of gunfire near Munich.

"This is not the right night for a pol-



AP Photo

His speaker's podium covered with a maze of microphones, George McGovern speaks to voters in Aberdeen (S. D.) early in the presidential campaign.

"The picture of George McGovern is not clear yet. Like a mosaic, it builds up gradually through the lengthening night of autumn."

itical speech," McGovern said in the glare of the spotlights. "This is a night for anguish and tears . . .

The stain of violence stains our time again. It is a recurring nightmare which shadows our brief years together as human beings . . .

"Tonight I have no careful solutions to offer and nothing that is strikingly new to say.

"What needs to be said once more is 'stop the killings'. Stop the killing everywhere. Stop it before we come to believe that death is the only way of life . . .

"I say 'peace'—not just now, but always. I say 'peace'—not just in one land but in every land where there are men and women and children who know what it is to see a sun rise or trees in the springtime . . .

"And I ask you to say with me in the words of St. Francis: 'Lord, make me an instrument of your peace'."

The crowd was hushed. The little

the Stump

Not 2 Planes
143 Personnel
and he ridicules
the executive [?]

ng That His Campaign Will Catch Fire

band of Young Republican hecklers put down their signs. This was George McGovern at his simple, eloquent best.

A freight car full of wheat being unloaded at Superior, Wis., was observed by The Candidate from the control booth of the grain terminal office as the golden hoard spilled out.

He was here to publicize his charge that the Nixon administration favored a few big grain dealers at the expense of ordinary farmers in the huge Russian wheat sale.

The Candidate looked around the booth seeing his press secretary, Richard Dougherty, a couple reporters and grain terminal officials. Oh, oh. No TV cameras.

"Should we go out where the cameras can get a shot of this?" The Candidate asked. Dougherty assured him that the television eye was upon him, even through the glass.

THE CANDIDATE'S flying headquarters and home away from home is a red-white-and-blue Boeing stretch 727 jet with the name, South Dakota Queen II painted on its nose. The first Queen was the B-25 bomber McGovern piloted during World War II. He likes to pep up discouraged Democrats by recalling the day it was hit over Germany and nearly forced down.

"I tell you frankly, I was scared," he said. "But we assessed the damage and we thought we could make it back. So I gave this order to the crew: Resume your stations, we're going to bring this plane home."

Going on to make his point: "We have passed through hard and troubled times. But I say to you and to people everywhere who love this land: Resume your stations, we're going to bring America home."

ABOARD THE South Dakota Queen, the Candidate rides in a large, executive-type arm chair. In front of him, in the forward cabin, are a desk, two telephones and seats for top staffers or distinguished visitors.

In the rear cabin are 55 first-class seats for staff, Secret Service men and journalists.

A second plane carries another 88 aides, agents, writers and photographers.

One sunny afternoon over Texas, the second plane (nicknamed the Bologna Sandwich) flew very close to the candidate's plane (known as the Martini Lunch, a reference to McGovern's favorite line contrasting Republicans' fancy lunches to plain Democratic sandwiches).

Cameras on board the Bologna Sandwich wanted to photograph the candidate's plane in flight. McGovern, whose relations with the press were getting a trifle strained, watched out the window and mused, "I wish I had an anti-aircraft gun."

THE CANDIDATE'S speeches are getting tougher. He's punching harder at Nixon, Agnew, Connally & Co.

A speech to a whistling, cheering, chanting crowd at the Rockford, Ill., airport gave the flavor:

"I welcome opposition from the

forces of greed and privilege," McGovern said.

"I am willing to leave the special interests to Richard Nixon. They are in love with him and they should be. The Nixon administration has the coziest relationship with big business since the days of Warren G. Harding, when the country was faced with a scandal a day.

"This year the special interests are expressing their love for Richard Nixon with \$45 million in campaign contributions. Richard Nixon is planning to return that love by turning your government over to his privileged friends for another four years . . .

"All of this means that your grocery costs and your milk bills, automobile prices and even the government itself are sold on the auction block to the highest bidder.

"It means that ordinary people are left out in the cold, and put down by petty bureaucrats, while those with extraordinary wealth run the White House . . .

"Richard Nixon's first term was mortgaged to the special interests — and that mortgage was paid off in full with your money.

"When most of the American people understand that — and I intend to keep saying it until they do — Richard Nixon won't have a second term. Instead we will have a government that is mortgaged to no one, and committed to a fair break for every American."

That's the pitch the candidate makes, day after day, night after night. It is the central theme of his campaign. He means to keep on hitting it until it strikes fire.

TEDDY KENNEDY is the Helper. He helps the candidate make friends with surly labor leaders and suspicious party bosses. He also whips up crowds and enthusiasm for The Candidate.

But sometimes The Helper makes a boo-boo.

One night in Cleveland, he introduced McGovern, in his Boston twang, as "The senator from the Great Plains state of Oklahomer . . . er, I mean South Dakoter."

McGOVERN'S aides are worried that The Helper might outshine The Candidate.

After all, Kennedy's name and face are familiar to people who couldn't. When he orates, he comes across like pick McGovern out of a police line-up, a pile-driver, pounding laughter and cheers from audiences who cling raptly to every syllable of that haunting Kennedy accent.

By contrast, McGovern sometimes sounds like a duck with adenoid trouble. He affects a crowd like aspirin, lowering its temperature from the fever-pitch to which Kennedy has brought it.

But the audiences listen to McGovern. They hear The Helper, but they listen to The Candidate.

And he gets louder and longer applause than Kennedy. In Minneapolis there was a 60-second ovation for The Helper, 115 seconds for The Candidate; in Detroit the score was 20 seconds for The Helper, 45 seconds

for The Candidate; in Cleveland it was 70 seconds to 115; in Philadelphia it was 28 for Kennedy to 40 for McGovern.

To make sure he doesn't upstage The Candidate, Kennedy cuts short his own applause by waving his hands and starting his talk before the crowd quiets down.

MAYOR Richard J. Daley of Chicago symbolizes all that McGovern's ardent young followers fought against for four long years.

But now the candidate needs Daley's help, and he paid the price for it.

He came to the ornate Louis XVI Room of the Sherman House in Chicago, where Daley's lieutenants, the Cook County Democratic Central Committee, sat row after row beneath 15 cherub frescoes.

Before McGovern spoke, Daley introduced his state's attorney, Edward Hanrahan, who was undergoing trial on charges stemming from a bloody raid on a Black Panther lair. The central committee clapped politely for McGovern but thundered its admiration for Hanrahan.

When the candidate took the podium, he reminded the central committee that he started in politics as a party organizer, quite like them, in South Dakota.

"The strategy and techniques we used were not too different from the ones you use here in Cook County," McGovern assured the astounded Daleyites.

McGOVERN said he doesn't believe opinion polls that show him 34 percentage points behind the President—a gap exceeded in recent times only by Barry Goldwater.

But when a poll containing good news appears, McGovern aides hasten to post it on the pressroom bulletin board. One said young people in New England favor McGovern over Nixon 57 to 33 percent.

THE CANDIDATE had fun with the President's campaign slogan "Four more years."

He talked about the war or unemployment or the high cost of hamburger and then he asked the crowd: "Do you want 'four more years of that?'"

"No," they bellowed, louder and louder each time he put the question to them. One group of young people changed the chant to "four more months."

That's how long Nixon would have in the White House if he loses the election.

"I like that better," grinned McGovern as the youngsters chanted. "Now if you'll just give me four more minutes, I'll finish my speech."

Weary reporters, after a long day of campaigning sent up a mocking cry: "Four more rallies, four more rallies."

SURVEYING his crowded calendar for the days and weeks ahead, The Candidate heaved a sigh. "If we can just survive this schedule," he said, "There's no question we can win this election."

Committee for the Re-election of the President

MEMORANDUM

September 25, 1972

MEMORANDUM FOR STATE CHAIRMEN

FROM: ROBERT C. ODLE, JR. *R.C.O.*

SUBJECT: Security Measures

As you may have read, a campaign facility in California was the recent victim of an arsonist. It is possible that some storefronts in your state will also become targets for demonstrations or incidents similar to California's experience.

While it is almost impossible to predict or prevent a spontaneous incident, the following precautions are suggested:

- 1) Require positive identification (e.g., a driver's license) of all unknown persons who volunteer to work. A guest register is also helpful.
- 2) Local police (including campus police when appropriate) should be notified of the existence of a storefront and its hours. The police should also be given the name and the phone number of the person(s) to be contacted. Someone should be designated as responsible on a 24-hour basis. Close liaison with local police should be developed. The police should also be asked to provide information regarding their recommended procedures for bomb threats and suspicious packages.
- 3) Call collect Stephen B. King, Director of Security for the National Committee, immediately upon learning of any incident, actual or potential. His office number is 202/ 333-6120. Steve's home number is 703/ 360-5642.
- 4) Consideration should be given to contingencies in the instance of petitioning demonstrators, a confrontation inside the facility, etc. Who will meet with demonstrators, receive petitions, etc.? One or two demonstrators could be permitted in a facility if they demand it and it seems appropriate. Police, of course, should handle any serious problem within their jurisdiction (street, sidewalk). Careful planning could avoid incidents or complaints to the police.

5) None of the above should preclude you or any office manager from making arrangements on an individual need basis; e.g., providing guards at night and/or day, installation of alarm systems, etc. The expense, of course, must be borne locally. The Wackenhut Corporation, a private security firm, has offered to provide guards, etc., at discounted costs. Further information may be obtained by calling Steve King.

Please contact Steve King if you have any questions or if he can be of assistance.

THE WHITE HOUSE
WASHINGTON

September 26, 1972

MEMORANDUM TO: Harry S. Dent
FROM: Brad E. Hainsworth
RE: COLORADO

The President: The President should carry the state. The latest poll indicates a 37 point lead but shows an alarming 21% undecided.

Governor: No race.

Senate: Gordon Allott (D) should win. Democrat Floyd Haskell is an excellent and determined candidate who could make this an uncomfortably close race.

House:

1st District: James McKeivitt (R) is favored. Democrat is housewife Patricia Schroeder.

2nd District: Donald Brotzman (R) should win. The Democrat is Francis Brush.

3rd District: Frank Evans (D) should win. Republican is Charles Brady.

4th District: Wayne Aspinall (D) was defeated in the primary. The Republican James Johnson is favored. Democrat is Allen Merson.

5th District: NEW No incumbent. Republican William Armstrong should win. Democrat is Byron Johnson.

Issues: Local issues predominate.

Order ②

Pls. substitute

this memo &
attachment for
the ones I sent
Monday - A little
difference in some
figures has been
brought to our
attention. This
is now accurate.

Boyle

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 25, 1972

MEMORANDUM FOR: Fred Malek
Jeb Magruder

FROM: Lewis Dale 

SUBJECT: Promotional Materials

As of September 22nd, the four distribution centers had received 653 orders and had shipped 634, with backorders outstanding. The statistics for the last reporting period (8/1-9/12) were drawn from copies of 299 orders. We have now received an additional 289 orders and also have records of 386 backorder shipments.

These newly received records reveal that in the period 9/8-9/22, the centers have received orders for 2,600,000 buttons, 2,500,000 bumper strips, 3,675,000 brochures and several thousand other items. Over 3,500,000 buttons, 3,000,000 bumper strips and 3,970,000 brochures have been shipped in this same period. The figure for brochures does not include any of the 9,000,000 brochures shipped for canvassing purposes in this period.

These figures indicate that supply is now outstripping demand. As of September 20th, the states had \$394,000 remaining in their promotional materials budgets. We are now beginning to receive more checks to pay for materials. I have advised Heinrich in New York that the states might be willing to buy up to \$200,000 worth of materials and that production for that amount should concentrate on buttons, bumper strips, posters and brochures. A memorandum from Magruder to Dailey on this subject would put the necessary wheels in motion.

I was informed this morning of the Texas complaints, and would like to add some background. Through the first two weeks of September, the State CRP had submitted nine orders totalling less than \$7,000. According to our records, all the items on these orders have been shipped and received.

In the first week of September, I urged the State Materials Chairman to order more materials. On September 14th, nine more orders totaling some \$51,000 were received by the Fullerton distribution center. These

Promotional Materials
September 25, 1972
Page 2

orders were all shipped, with a small number of backorders, by September 20th. The principal items backordered are the Spanish-Speaking brochure, which was late coming out of the approval stage; the "Nixon/Agnew" bumper strip; and the "President Nixon" bumper strip. I have attached a copy of the policy statement sent to the State Materials Chairmen regarding backorders. This substitution policy does not apply to Nixon/Agnew material.

I checked with Austin last week, regarding the President's visit. The materials chairman informed me that both Austin and San Antonio were in good shape, primarily because of a large shipment which we had air freighted to them. I called George Willeford and Peter O'Donnell today. Peter does not agree with my records, so I am tracing seven of the last nine Texas orders. For your information, we trace about five shipments per day. On one shipment out of fifteen, on the average, we discover some difficulty such as inexplicable delay, failure to ship or lost shipment.

One of the major tasks facing us now is insuring that the State Materials Chairmen are getting goods out to the local areas. An attachment shows the number of orders each state has submitted. In a populous state, a low number of orders is a good indication that most of the materials are going to a central headquarters for distribution. Pennsylvania's budget has been expended on 14 orders. New York, on the other hand, has submitted 180 orders with about half of its budget. The destinations for their materials are scattered all over New York. I had hoped to be able to solve this problem by visits to the problem states, but the Regional Directors are probably the best means we have of enforcing proper distribution within the states. I will discuss the problem states with the respective Regional Directors.

Attachments

<u>STATE</u>	<u>ALLOCATION (ORIGINAL AND SHPPLEMENT)</u>	<u>CURRENT ALLOCATION BALANCE</u>
ALABAMA	7,000	3,424
ALASKA	4,500	2,517
ARIZONA	4,000	1,023
ARKANSAS	5,500	2,458
CALIFORNIA	145,000	77,070
COLORADO	6,500	2,562
CONNECTICUT	21,000	5,945
DELAWARE	4,000	1,067
FLORIDA	30,000	13,753
GEORGIA	13,000	1,103
HAWAII	5,000	1,621
IDAHO	4,500	18
ILLINOIS	85,000	449
INDIANA,	22,000	7,255
IOWA	10,000	4,062
KANSAS	17,500	3,325
KENTUCKY	19,000	4,885
LOUISIANA	5,500	1,014
MAINE	5,000	1,730
MARYLAND	23,000	5,893
MASSACHUSETTS	16,000	241
MICHIGAN	85,000	70,222
MINNESOTA	14,000	4,423
MISSISSIPPI	6,000	2,855
MISSOURI	18,000	5,375
MONTANA	3,000	518
NEBRASKA	11,000	3,260
NEVADA	4,500	1,465
NEW HAMPSHIRE	4,000	831
NEW JERSEY	55,000	8,303
NEW MEXICO	7,000	2,545
NEW YORK	160,000	55,977
NORTH CAROLINA	17,500	8,764
NORTH DAKOTA	6,000	336
OHIO	60,000	22,776
OKLAHOMA	8,500	392
OREGON	9,000	1,356
PENNSYLVANIA	85,000	9,854
RHODE ISLAND	5,000	2,862
SOUTH CAROLINA	5,000	2,000
SOUTH DAKOTA	3,000	1,260
TENNESSEE	12,500	6,297
TEXAS	70,000	12,184

UTAH	6,000	2,420
VERMONT	6,000	2,665
VIRGINIA	17,000	7,758
WASHINGTON	18,000	7,704
WEST VIRGINIA	10,000	4,793
WISCONSIN	14,000	1,385
WYOMING	5,000	2,668
D. C.	5,000	-----
*NATIONAL HQ	-----	-----
<u>TOTAL</u>	\$ 1,183,000	394,563

* The National HQ is not on a budget for ordering materials. As of September 20th, the HQ had spent \$25,000 on promotional materials.

Committee
for the Re-election
of the President

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

TJ
H
9/25

September 22, 1972

MEMORANDUM FOR:

CLARK MacGREGOR
H. R. HALDEMAN ✓

FROM:

FRED MALEK *FMA*

SUBJECT:

College Campaign

Attached are two internal staff memos concerning the college campaign that I thought you would be interested in. The first supplies qualitative information on the kind of success we are achieving and also comments on the noticeable lack of McGovern activity. The second provides some figures by campus on the number of volunteers being recruited.

Attachments

Voters
FOR THE PRESIDENT

September 17, 1972

MEMORANDUM FOR:

KEN RIETZ

FROM:

GEORGE GORTON 27

SUBJECT:

The College Campaign

The campus recruitment effort is exceeding expectations at this point. Reports on the first week of school in all sections of the country are good. Reports in the Mid-West and West average 200-400 volunteers per campus. The Northeast is running 100-300 per campus and, of course, the South reports spectaculars ranging from 500 to 3,000 on a single campus. Again, this is far and away better than usual Republican support, and we have not yet begun a systematic canvass.

I have personally visited six campuses this week and have talked to staff around the country who have been on over 100 different campuses. We are finding little to no hostility from hard core elements. People who worked for McGovern as volunteer staff during the primaries are "dropping out." We have more recruitment tables up than he does, and at most schools where we are in competition, we are getting more volunteers.

McGovern must definitely be planning a large college operation. He has sent volumms of materials to many schools addressed just to the student government. He has sent out mass mailings to student leaders. But he has shown no real organization yet, There just isn't the McGovern activity that there was in the Spring.

We feel that he has truly developed a large credibility gap. His support on campus is "soft." If we can exploit his lack of credibility, and I think we should make that a major thrust, I predict that we will win the student vote.

Of course, we can also expect to win mock elections. These will come easy in the South, be a problem in the Mid-West and West and be difficult but done in California and the Northeast. We can easily predict 50 wins across the country starting October 1. In short, there is a rosy picture. But when McGovern sees his polls slipping among students, he will counter-attack there and may be able to get his campus organization moving. Our problem in that case will be the same as it is now - to follow up on and involve our recruits.

Specifics will follow ASAP

1701 Pennsylvania Avenue, N.W., Washington, D. C. 20006 (202) 872-1430

YOUNG
VOTERS
FOR THE PRESIDENT

Sept. 18, 1972

MEMORANDUM FOR:

SENATOR BILL BROCK

FROM:

GEORGE GORTON *GG*

SUBJECT:

College Campaign

Attached is a partial listing of Young Voters for the President campus organizations. The number of members on each campus reflect one to five days effort at a membership table, and are not indicative of the support we expect subsequent to a systematic canvass. We feel that anything over 100 members on a single campus is an adequate beginning as it represents a substantial increase over traditional support for a Republican candidate.

More complete information will be available as reports continue to come in. Currently, we estimate that we have enlisted more than 35,000 college workers since schools began to open. Many schools have still not opened.

September 18, 1972

<u>OHIO</u>	-	1) University of Dayton	-	600
<u>SOUTH CAROLINA</u>	-	1) University of South Carolina	-	3,000
<u>DELAWARE</u>	-	1) University of Delaware	-	400
		2) Wilmington College	-	195
<u>NEW YORK</u>	-	1) State University of New York-Albany	-	100
		2) Colgate	-	124
		3) Cornell	-	80
		4) Geneseo State	-	117
<u>UTAH</u>	-	1) Brigham Young	-	500
		2) University of Utah	-	250
<u>MICHIGAN</u>	-	1) University of Michigan	-	250
		2) Michigan State	-	130
		3) Central Michigan	-	100
		4) Wayne State	-	200
<u>INDIANA</u>	-	1) Indiana University	-	300
		2) Ball State	-	200
		3) Purdue	-	300
		4) Notre Dame	-	100
<u>TENNESSEE</u>	-	1) Memphis State	-	900
		2) Middle Tennessee State	-	250
		3) University of the South	-	1,000
<u>WASHINGTON</u>	-	1) University of Washington	-	150
		2) Washington State	-	200
		3) Gonzaga University	-	100
		4) Spokane Community College	-	150
		5) Spokane Valley Community College	-	150
		6) Whitworth College	-	100
<u>NEW MEXICO</u>	-	1) University of New Mexico	-	300

September 18, 1972

TEXAS

-	1) University of Texas-Austin	-	2,500
	2) Southern Methodist University	-	600
	3) Texas Christian	-	500
	4) Texas A and M	-	1,000
	5) Rice	-	400
	6) University of Texas-Arlington	-	200
	7) North Texas State	-	200

CALIFORNIA

-	1) Stanford	-	65
	2) San Jose State	-	200
	3) University of San Francisco	-	250
	4) American River	-	150
	5) McGeorge Law	-	75
	6) Los Angeles Valley College	-	350
	7) University of Southern California	-	375
	8) Long Beach State	-	175
	9) El Camino Junior College	-	450

ILLINOIS

-	1) Bradley	-	250
	2) University of Illinois-Champagne	-	450
	3) Eastern Illinois	-	150

PENNSYLVANIA

-	1) Temple University	-	50
	2) University of Pittsburgh	-	95

WISCONSIN

-	1) University of Wisconsin-Madison	-	400
	2) Marquette	-	700
	3) University of Wisconsin-Stevens Point	-	125
	4) University of Wisconsin-Whitewater	-	115
	5) University of Wisconsin-Eau Claire	-	100

NEBRASKA

-	1) University of Nebraska-Lincoln	-	100
	2) Kearney State College	-	75

KANSAS

-	1) Kansas State	-	275
	2) University of Kansas	-	100

The 200-Party Political System

Continued From Page C-1

D.C. Committee was \$200,000 in one night (a minimum of \$100 from each party.) Though a few were rained out and several others postponed for "Overflow Night" on Oct. 21, organizers feel the goal was neatly met at parties like:

- The Faucett-Bower revels, where die-hard District liberals like former city councilwoman Polly Shackleton and the Rev. Philip R. Newell paid \$10 per person, ate onion dip and dropped extra pennies into a pewter bowl.

- The John (former chairman of the City Council, lumber store magnate) Hechingers', where 40 or 50 "close friends and neighbors" drove up in Mercedes and station wagons to snack on steak tartare, pate and Brie. Among them, Laughlin Phillips (of the Phillips Gallery), Shirley (Woman's National Democratic Club) Koteen; architect Wy-

nant Vanderpool and Mrs. Vanderpool, with feather boa; former Secretary of the Navy Paul Ignatius; and Paul Warnke, the Brookings Institute foreign policy adviser to George McGovern.

Donations of \$12.50 per person were asked. Some gave \$50.

In fashion demonstrative of Washington's liberal-clerical sector, Mary Wendt, wife of St. Stephen and The Incarnation Pastor William Wendt, showed up at the party wearing a long black gown, a gypsy-like satiny shawl and — natch — her strike sign.

Mrs. Wendt teaches the fifth grade at Powell School and spent her day yesterday on the picket line for the striking Washington Teachers Union.

- A cocktail party where Rep. John Brademas, D-Ind., told a smoke-filled room of students at Catholic George-

town University: "If Richard Nixon is re-elected, you all ought to go to confession."

Overall, the evening was an effort, according to organizer Mrs. LaSalle D. Leffall Jr., wife of Howard University's chief of surgery, to "get a cross section of response from the Democratic District of Columbia."

Based on a sort of George McGovern quota system, the parties were scattered in patterns, according to Mrs. Leffall, among: "the over-40, well-heeled black set" who were going to parties such as that given by three physicians at Mrs. C. David Hinton's; the "single, young, with-it black people" attending an event at the Top of the Foolery; 400 of the "young, upper middle class" invited to cocktails on Dunbarton Avenue, N.W. — "everyone in Georgetown;" and a "mixed bag" at parties like the one in Southwest host-

ed by George McGovern's coordinator for minorities, Ed Sylvester, where they were "expecting the world."

BUT THE MOST chi chi affair of all, by far, according to comments dealt out along the party route, was that organized by Mrs. William McCormick Blair Jr., the beautiful, fashion plate Shriver supporter.

"Oh, Mrs. Blair's will be THE dazzling party," said one hostess who had invited 75 guests in hopes of getting the needed \$100.

"The Blairs' is very, very private," said another party giver. "I suppose she'll have the whole Kennedy family."

Mrs. Blair, it turns out, did entertain.

She had "four chums" come over for chow which, she said, "I cooked myself." They did send their \$100.

That's chi chi.

200-Party System Of Politics

BY MARY ANNE DOLAN

Star-News Staff Writer

"I'm running as hard as I can," Walter Fauntroy was saying breathlessly at 9:39 p.m. as he arrived at Georgetown University's McDonough Gymnasium.

More than just running for re-election, the D.C. Delegate to Congress had the problem last night of running to keep up with some 200 parties scheduled simultaneously to honor and raise funds for him along with fellow candidates George McGovern and Sargent Shriver.

For Fauntroy, there was the Arthur Faucett-Robert Bower cocktails in Georgetown . . . a dash in at Tom Curtis' "Swingin' Soiree" at P. T. Barnum's . . . back to Georgetown and the Hugh Jacobsons (dinner party) . . . then, out to Quackenbush Street . . .

IF WAS a night — not untypical — in election year Washington, the Capital where "party politics" has a double meaning.

From the reflecting pool behind a sprawling apartment house in Southwest to a candlelit-Northwest dining room to an open alley in far Northeast, people were pinning on McGovern buttons and picking up drinks.

The goal, according to a spokesman for the McGovern

Continued on Page C-3

SUGGESTED PROGRAM TO REPLACE "A NIGHT FOR THE PRESIDENT"

"HOST FOR THE PRESIDENT"

Executive Director:

C. Langhorne Washburn

A Chairman or Chairwoman to be appointed in each of the 50 states to be exclusively responsible for "Host for the President."

Prospective Hosts:

National Committeeman of the Party.

National Committeewoman of the Republican Party.

State Chairmen of the Republican Party.

All appointed members of the Republican National Finance Committee.

Finance Chairmen for the Finance Committee to Re-elect the President.

Regional Chairmen for the Finance Committee to Re-elect the President.

All moderate size and major contributors.

All other Republican Party leadership past and present, including leaders in the Womens' Organizations, ethnics, special groups, Youth, etc.

Any responsible citizen, Democrat or Republican who believes he can host a party that will collect a few dollars for the campaign.

The pitch:

"Mrs. Smith, I am calling you to see if you would accept the honor of hosting a party for the President." The obvious answer is yes. If we are reasonably careful in our selection you then proceed to sell the program, pointing out that they will receive a formal certificate suitable for framing that commissions them "Host for the President."

The plan is so simple that you should have no difficulty with anyone over the few details involved. Inform your newly acquired host that a small package will be mailed immediately with the few materials required for the fund-raising affair.

The evening of October 17 multiple parties to be hosted by supporters of the President, preferably in their homes; or clubs and hotels - if the size of the crowd and the wish of the host demands.

No minimum - no maximum.

All checks be made payable to the Finance Committee to Re-elect the President and each contribution to be accompanied by a completed pledge card, copy attached.

Receipts will be forwarded to the individuals by the Finance Committee to Re-elect the President in the usual manner.

All funds to be mailed at the close of the party the evening of October 17 to the Finance Committee to Re-elect the President, Washington, D. C., and envelopes to be supplied in the package with the host.

The host will complete a pledge card for the cost of the party, and this amount will be recorded as a contribution by the host.

50% of the proceeds to be returned to the Republican County Committee or City Republican Committee, based on the residence of the host, as soon as possible after October 17 so that the Party may use its share of the funds for election activities.

As soon as the program is agreed upon and that must be almost immediately if it's going to be successful, following steps should be taken:

1. The Committee for the Re-election of the President would notify their entire organization across the Nation of the event and ask them to cooperate with any requests they may receive from either the Finance Organization to re-elect the President or the Republican Party Finance Organization in seeking hosts for the party.
2. The Republican National Committee would get out a mailing to its entire organization in endorsing the Host for the President program asking their political organization to assist the State Republican finance groups in their activity.
3. The Finance Committee to Re-elect the President and the National Republican Finance Committee would activate their respective groups to begin setting up host operations throughout the Nation immediately.

FINANCE COMMITTEE TO RE-ELECT THE PRESIDENT

1701 Pennsylvania Avenue, N. W. ■ Washington, D. C. 20006

Yes, I want to help re-elect our President - - to assure 4 years of peace, prosperity, law and order, for America. Enclosed is my check made payable to the FINANCE COMMITTEE TO RE-ELECT THE PRESIDENT (or just FCRP). Please credit this to my state, and send me a receipt for tax purposes.

I enclose my contribution for:

☆ \$15.00

☆ \$100.00

☆ \$25.00

☆ _____

☆ \$50.00

MORE

Name _____

Address _____

Occupation _____

Employer _____

City _____ State _____

Note: A copy of our report filed with the Comptroller General will be available for purchase from the Superintendent of Documents, United States Government Printing Office, Washington, D. C. 20402. Corporate checks cannot be accepted.

C O M M I S S I O N

H O S T F O R T H E P R E S I D E N T

WHEREAS Mr. and Mrs. John Smith are dedicated to
(Mr. and Mrs.)
the proposition that the re-election of President
Richard Milhous Nixon is to the best interest of the
United States of America, and

WHEREAS they have expressed their willingness to
work toward said re-election of Richard Milhous Nixon,
and

WHEREAS they have indicated their desire to host a
fund-raising party for the President on the evening of
October 17, 1972: NOW THEREFORE

BE IT RESOLVED that we, Honorable Clark MacGregor,
Chairman of the Committee for the Re-election of the
President, and Honorable Maurice H. Stans, Chairman
of the Finance Committee to Re-elect the President,
commission Mr. and Mrs. John Smith as: HOST FOR THE
(Mr. and Mrs.)
PRESIDENT, and heartily and sincerely commend them for
their participation in the campaign to re-elect the
President.

ATTEST:

October 17th, 1972.

Maurice H. Stans
Chairman
Finance Committee to
Re-elect the President

Clark MacGregor
Chairman
Committee for the
Re-election of
the President

Committee for the Re-election of the President

MEMORANDUM

September 22, 1972

CONFIDENTIAL

MEMORANDUM FOR THE HONORABLE CLARK MacGREGOR

THROUGH: JEB S. MAGRUDER

FROM: ROBERT C. ODLE, JR. *R.C.O.*

Attached is our weekly report.

bcc: Mr. H. R. Haldeman ✓

CONFIDENTIAL

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ADVANCE

The principal activity of the Advance Office last week was the September 16, 1972, Canvass Kick-Off. The Committee's advancement men performed in an outstanding manner and contributed in a very major way to the success of the canvasses. The Advance Office's responsibilities were defined to include developing site schedules for the surrogates and moving the surrogates. Since the schedule of cities and surrogates was not in final form until last weekend, the Tour Desk and other personnel in the Advance Office at 1701 did an excellent job of making travel arrangements for the principals. The advancement men had an in-depth working knowledge of local press, the store fronts, and volunteer recruitment efforts. If any of these three areas had fallen below acceptable standards, the Advance Office would have recommended withdrawing a surrogate in order to avoid embarrassment for the surrogate and the Committee. This step did not have to be taken in any city. Without exception, all of the surrogates were pleased with the way they were moved by the advancement men. Obviously, the Canvass Kick-Off was a joint effort by several areas of the Committee. The Canvass Kick-Off was a major test of the Advance Office's ability to perform effectively.

In addition to the Canvass Kick-Off, an additional ten events were advanced last week.

AGRICULTURE

1. Primary focus continued on the grain sale to Russia. McGovern and his Congressional supporters are working the issue hard. Some USDA officials have not handled the situation as well as we would like, particularly when they have talked to the press; so the charges have probably helped McGovern, at least somewhat in some areas. We should attempt to have Secretary Butz make an appearance - perhaps in the Texas panhandle to counter the McGovern attack. Butz has countered quite well nationally, but he can get much better press in the Midwest than he can from his desk here in Washington.

2. McGovern made a major farm policy address at the world plowing matches in Minnesota. He is not yet persuading many farmers to join him, but he is working hard at it, spending more time on his farm campaign than we had expected.

BLACK

We worked with the Transient Voter Bloc on their European Program to deliver Sammy Davis, Jr. at a Paris reception. Davis has been reached in Paris and has agreed to the event.

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We contacted Black State Chairmen and key contacts for each to link up with Canvass Kick-Off efforts. Reports from field staff on Black participation were satisfactory.

We formalized a National Black Women and Black Youth Committee.

We convened a meeting of key Black D. C. Republicans and Democrats on Sunday (Sept. 17). Included in the group were disenchanted Black Democrats and supportive Independents. The group, numbering 50-60 persons, exchanged political ideas for winning the Black Democrat and Independent support and strengthening the Republican ranks around the Nation.

We attained and achieved endorsements of 265 leaders of a group of Black athletes. Public endorsement is forthcoming by several.

We met with Minority Contractors representative and gained commitment for endorsements.

Continual mass mailings to Black State Chairmen, June 10 Dinner participants, Black delegates/alternates and Black surrogates.

Continual efforts to feed promotional materials through Nixon State Chairmen's offices to be distributed to Black Team members.

CITIZENS

The assistant field directors have maintained constant contact with our national chairmen. National chairmen were encouraged to contact state chairmen and place emphasis on the appointment of five state vice chairmen in every state for each committee.

Our first news letter was mailed to all national committee members (390).

A meeting was held with Tony McDonald to make preliminary arrangements for a press conference in Washington, D. C. to announce the overall Citizens effort. Participants will include Mr. MacGregor, Mr. Shearer, and five or six of our national Citizens Committee Chairmen. Plans are then to announce the 29 individual committees we have organized on a one-a-day basis. The announcement will be made by the national chairman of the committee and one of our field directors in the home area of the national chairman. Simultaneous announcements will be made by the 13 members of the national committee in their home area as well as here in Washington.

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A special project "Telephone Blitz" mailer has been mailed to all members of our national committees giving them instructions on how to encourage and assist all of their state chairmen and state vice chairmen to organize "Telephone Blitzes" in their home areas for four hours with 5 to 10 recruited volunteers to contact members of their own professional or interest group to volunteer to work for the re-election of the President.

Our offices have telephoned over 400 of our state chairmen during the past ten days to encourage the appointment of five vice chairmen immediately, to encourage a liaison with the state Nixon Citizens Director, and to answer any questions our chairmen have. This will continue on an accelerated basis until all state chairmen are contacted and all vice chairmen are appointed.

Meetings of our committee state chairmen, state Nixon staff, and our field staff have been held in several states, with additional meetings scheduled for several more states during the next few weeks.

The biographies of all state chairmen appointed to date have been forwarded to the state Nixon organization in each state for use by the Nixon State Director to announce the formation of each Citizens Committee in the state and the appointment of the state chairman.

Our field directors have been organizing and holding the state-wide meetings of our chairmen in many states.

Individual clearances have been obtained on each of our state chairmen from the Nixon Director or his representative.

Volunteer recruitment continues by our 29 committees in all 50 states plus D. C. All names of volunteers recruited are mailed to our Nixon contact in each state three times a week to be distributed to the local Nixon organization so all volunteers we recruit will be put to work. All national committeemen, state chairmen, and volunteers are now being placed on a computer at the request of and expense of the Finance Committee. This will allow us rapid dissemination of volunteers to a specific geographic location upon request via Zip Code.

We have recruited or used contacts who recruited part-time or full-time personnel to assist in the telephone center program for Dick Shriver in the following areas: New York, New York City, Pennsylvania, New Jersey, and Texas.

We arranged speaking events for Ed Cox in Boston, Massachusetts, and St. Clair Shores, Michigan. We are working on four other locations.

~~CONFIDENTIAL~~

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LAWYERS

The Target States of Illinois, Maryland, Connecticut, Ohio, New York, and California have well organized and fully implemented Lawyers Committees. Telephone campaigns are being conducted in Illinois, Maryland and New York. In all cases, volunteers are being carefully directed into storefront and telephone operations.

With the assistance of two volunteers, we have developed law student chapters of Law Students for the President on 30 law school campuses. In addition, 15 regional directors have been appointed who are responsible for the 50 states. Volunteers are being organized and the names will be forwarded directly to state telephone and canvassing committees.

SPANISH SPEAKING

1. Alex Armendariz discussed campaign objectives, materials and problems with field people and key community persons in Texas, California, and New York.
2. Adrian Marin met with Spanish-speaking state and community leadership in Massachusetts, Pennsylvania, Ohio, Indiana, Michigan, and Virginia.
3. Illinois (Chicago) opened four Spanish-speaking storefronts and two Spanish/Anglo storefronts. Spanish-speaking storefronts now in operation in Dallas and San Antonio and Corpus Christi.
4. Letter developed on Cesar Chavez.
5. Petition to the President disseminated to all Spanish-speaking State Chairmen and field people.
6. Plans underway to get the Vice President to attend the Texas Spanish-speaking campaign kickoff.
7. Appointment of Spanish-speaking State Chairman for Oregon.

VETERANS

Field staff contacted and directed the veterans state chairmen to provide each storefront and/or telephone center in their state with veteran coordinators.

CONFIDENTIAL

CONFIDENTIAL

Follow up meetings with coordinators have been scheduled in nine of the key states and four of the secondary states during the next 10-day period.

Veterans brochures are in the process of being shipped to the state veteran organizations.

Don Johnson, VA Administrator, spoke at a veterans rally in Columbus, Ohio. He also appeared at a homecoming ceremony for Pat Carr, VFW National Commander, in New Orleans.

The Kentucky Veterans Chairman organized two major car caravans in Lexington and Louisville and held a state dinner and rally for veterans. Albuquerque, New Mexico veterans registered approximately 250 new voters at specially staffed booths.

CONFIDENTIAL

THE WHITE HOUSE

WASHINGTON

September 20, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: HARRY S. DENT *HSD*

SUBJECT: Governor Races

With the primaries concluded and the President doing so well, the governor races are looking better. Of the 18 governorships up this year, the Republicans should win three, are favored in five, and are faced with two extremely close races. The Democrats should win three and are favored in five. Mexican standoff.

Because of the potential Presidential vote in most states, three races that appeared to be extremely close may now be considered Republican favored (Missouri, New Hampshire, North Dakota), two of which are Democrat seats.

<u>Win</u>	<u>Favored</u>	<u>Close</u>	<u>Win</u>	<u>Favored</u>
Iowa (R)	Mo. (D)	Ill. (R)	Ark. (D)	Ind. (R)
Wash. (R)	N.H. (R)	W.Va. (R)	Texas (D)	Kan. (D)
Del. (R)	N.D. (D)		Utah (D)	Mont. (D)
	R.I. (D)			N.C. (D)
	Vt. (R)			S.D. (D)
<hr/>		<hr/>	<hr/>	<hr/>
3	5	2	3	5

1972 Governor Races

Arkansas: Gov. Dale Bumpers (D) should win, but the mood within the state appears to be changing some. A recent poll indicates that 93% of the people would vote for the man not the Party. However, Len Blaylock (R) not getting money for media exposure and his name recognition remains low.

Delaware: Gov. R. W. Peterson (R) is campaigning hard and unifying the GOP but faced with a potentially close race. Democrat Sherman Tribbitt may not prove to be a strong candidate. Republican should win.

Illinois: Gov. Richard B. Ogilvie (R) was trailing Daniel Walker by a two to one margin after a March primary but he has increased and gained strength. This will be very close.

Indiana: Republican Otis "Doc" Bowen is trailing but closing the gap. Democrat ex-Governor Matthew Welsh has the advantage of an early lead and good name recognition. Democrat is favored.

Iowa: Gov. Robert D. Ray (R) is running strong. Ray defeated Democrat Paul Franzenburg in 1968. Republican should win.

Kansas: Gov. Robert Docking (D) is favored. Republican Morris Kay ran a strong media campaign in the primary and showed strength in a four-way race. This is possible, but the conservative Governor is favored.

*Missouri: Gov. Warren E. Hearnes (D) is barred from re-election. Republican Kit Bond won an easy primary victory. The Democrat is Edward David who has a divided party on his hands. Republican favored in close race.

*Close state where money could have good impact.

Montana: Gov. Forrest Anderson (D) is not seeking re-election. The Democrat is Lt. Governor Thomas Judge. The Republican is rancher Ed Smith who has had difficulty getting started and poor organization. Democrat favored.

New Hampshire: Gov. Walter Peterson, Jr. (R) was defeated in a major primary upset by Mel Thomson. Some concern Peterson may try as an independent, but we think not. The Democrat is Roger Crowley. Republican favored.

North Carolina: Gov. Robert W. Scott (D) is barred from re-election. Republican Jim Holshouser is behind but gaining strength. A recent poll showed him trailing Democrat Hargrove (Skipper) Bowles by 10 points. Bowles is an attractive candidate and a hard campaigner. Democrat favored.

*North Dakota: Gov. William Guy (D) is not seeking re-election. The Democrat is Cong. Art Link who decided not to run against a Republican incumbent for the at large House seat. The Republican is Lt. Gov. Dick Larsen who ran an extremely strong primary. Republican favored.

*Rhode Island: Gov. Frank Licht (D) is not seeking re-election. The Democrat is Philip Noel. Republican Herbert DeSimone continues to show great strength in the polls and is leading by a two to one margin. Republican favored.

*South Dakota: Gov. Richard Kneip (D) is favored, but Republican Carv Thompson is rapidly closing the gap. Presidential coattails will be a help. Kneip is doing his best to stay clear of McGovern. Democrat favored.

*Close state where money could have good impact.

Page Three

H. R. Haldeman

September 20, 1972

Texas: Republican Henry Groves is very low in the polls but has not started his media campaign. Democrat Dolph Briscoe is looked upon by the press and many politicians as already elected though he has done no extensive campaigning. Democrat should win.

Utah: Gov. Calvin L. Rampton (D) has been a popular Governor and is seeking an unprecedented third term. Republican Nicholas Strike is an unknown with little experience. Democrat should win.

Vermont: Gov. Dean C. Davis (R) is not seeking re-election. The Republican is Luther Hackett, an experienced legislator and attractive candidate. The Democrat is Thomas Salmon, a viable candidate running in the wrong year. Republican favored.

Washington: Gov. Daniel J. Evans (R) is showing increased popularity and just won renomination easily. The Democrat is Albert Rosellini, who lost to Evans eight years ago. Republican should win.

West Virginia: Gov. Arch A. Moore, Jr. (R) has an excellent record and is enjoying growing popularity, but so is Democrat Jay Rockefeller, even though he has identified himself with McGovern. The President is in good shape, but the Rockefeller money and charisma is feared. Very close.