

November 25, 1969

MEMORANDUM TO SECRETARY MAURICE STANS

FROM: Peter M. Flanigan

The attached memorandum appears to me to be very much to the point. As you and I have discussed in the past, in many Southern states political parties have been built by the use of the census machinery. Would you please review the attached memorandum and give me assurances that we will not lose control of this machinery in the upcoming budget to the National Urban League.

A REPORT ON BEN WATTENBERG AND THE CENSUS BUREAU

In late October it was first reported at the top level that Ben Wattenberg and Richard Scammon planned to write another book on what the 1970 Census showed for the entire national population. Their first book, This U.S.A., was published in 1965 by Doubleday and was a narrative about what the 1960 Census revealed, as well as data from the Bureau's subsequent special studies and estimates. It was written inside the Bureau but published commercially under the by-line of Scammon and Wattenberg. (It was reported that Wattenberg received a great amount of editorial assistance from certain Bureau employees since he was working out of the office of Director Scammon.)

Preparations and discussions may be presently underway to assist Wattenberg in this effort once again. However, no Bureau employee seems to know very much about any plans but some seem to be expecting that such a book will be written again. About a year and a half ago, Wattenberg talked to the Bureau about doing another research manuscript and a few weeks ago, it was reported by one Bureau employee at a lower level that Wattenberg had a tentative contract with Doubleday to do another national analysis.

Indications are that the Director and the Bureau itself are thinking about providing Wattenberg with a room and a desk if he asks for them to write his second edition on site. Bob Drury, the Deputy Director, says, however, that "Wattenberg will be treated like anyone else and that he will be given no unpublished data." It is easy to doubt the realistic value of that statement.

Ben Wattenberg is a close associate of Herman Miller, Ed Goldfield, and Bill Lerner -- all GS 15 and 16 registered Democrats and the most politically knowledgeable men at the Bureau. All of these men have collaborated with Wattenberg many times in the past. (The Bureau's Statistical Abstract, supervised by Goldfield, is reproduced exactly by Wattenberg each year and called "The American Almanac;" certain chapters in The Real Majority were reviewed by Miller and others before publication, etc.)

Recommendation: That the Director of the Census, a Republican appointee, be told in strong terms that no official or unofficial assistance (or desk) be given Wattenberg, a Democratic Party functionary. This could be on the assumption that the Bureau itself was planning to develop its own macro-demographic analysis. If this recommended policy is abused by any employee and Wattenberg is assisted in commercial publications, it would be cause for dismissal.

The fact remains that Wattenberg could not write such a book without a large amount of Census Bureau help (worth tens of thousands of research dollars on the open market).