

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>
9	30	9/15/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Allin RE: obtaining media political analyses by 8:00 AM in the White House. 1 pg.
9	30	9/11/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Chapin and Parker RE: lightening PN, Tricia, and Julie's campaign schedules. 1 pg.
9	30	9/6/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Magruder and Malek RE: the distribution of RN bumper stickers. 1 pg.
9	30	9/6/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Kehrli and Strachan RE: uncovering flaws during the first campaign trip. 3 pgs.

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9	30	9/18/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Buchanan RE: Haldeman's request for a memo that analyzes previous election data. 1 pg.
9	30	9/18/1972	<input type="checkbox"/>	Campaign	Memo	"Action Memo" from Haldeman asking for an analysis of previous election data. Handwritten notes added by unknown. 1 pg.
9	30	9/12/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Buchanan RE: portraying Shriver as " a liability to the ticket." 1 pg.
9	30	9/6/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Butterfield RE: new photographs of RN and PN. 1 pg.
9	30	9/29/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Chapin RE: countering the religious supporters of McGovern. 1 pg.

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9	30	9/29/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Chapin RE: setting up an "ethnic event" for Agnew in Michigan. 1 pg.
9	30	9/26/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Colson RE: writing a letter to "The New York Times." 1 pg.
9	30	9/19/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Chapin RE: using a Mamie Eisenhower clip from the Republican National Convention in an election eve special. 1 pg.
9	30	9/18/1972	<input type="checkbox"/>	White House Staff	Memo	From Higby to Colson RE: sending materials to Haldeman for clearance. 1 pg.
9	30	9/14/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Buchanan RE: the Republican National Committee's talking paper. Handwritten notes added by unknown. 1 pg.

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9	30	9/12/1972	<input type="checkbox"/>	Campaign	Memo	From Ed Harper to Strachan RE: checking the facts of the Republican National Committee's talking paper. Handwritten notes added by unknown. 1 pg.
9	30	9/11/1972	<input type="checkbox"/>	White House Staff	Memo	From Strachan to Harper RE: the factual accuracy of attached documents. 1 pg.
9	30	9/11/1972	<input type="checkbox"/>	Campaign	Letter	From C. Thomas Wilck of the Republican National Committee to "Republican Leader" RE: the RNC's most recent documents. 1 pg.
9	30	9/11/1972	<input type="checkbox"/>	Campaign	Newsletter	A talking paper generated by the Republican National Committee's Communications Division discussing a variety of campaign topics. 6 pgs.
9	30	8/30/1972	<input type="checkbox"/>	Campaign	Newspaper	A "Wall Street Journal" article entitled "Exercise in Implausibility," which focuses on McGovern's campaign. 1 pg.

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9	30		<input checked="" type="checkbox"/>	Campaign	Newsletter	Sheet of paper entitled "Why Now More Than Ever?" prepared by the Communications Division of the Republican National Committee. 1 pg.
9	30		<input type="checkbox"/>	Campaign	Other Document	A mail-in advertisement for books created by the Republican National Committee promoting RN. 1 pg.
9	30	9/14/1972	<input type="checkbox"/>	Campaign	Letter	From Higby to James J. Casey RE: thanks for a recent letter. 1 pg.
9	30	9/8/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Chapin RE: the use of George Bush in the campaign. 1 pg.
9	30	9/7/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Colson RE: a "Michigan speech" to be passed on to female speakers. 1 pg.

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9	30	9/7/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Chapin RE: Malek's desire for his Regional Directors to meet with RN. 1 pg.
9	30	9/6/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Colson RE: MacGregor and Watergate. 1 pg.
9	30	9/20/1972	<input type="checkbox"/>	Personal	Memo	From Higby to Commander Dettbarn RE: a jacket for Haldeman at Camp David. 1 pg.
9	30	9/15/1972	<input type="checkbox"/>	White House Staff	Letter	From Higby to Lester Dembitzer RE: Jack Anderson's column and an invitation for Higby to attend an opening near Washington, D.C. 1 pg.
9	30	9/30/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Roland Elliot RE: a letter passed through RN to Haldeman. 1 pg.

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9	30		<input checked="" type="checkbox"/>	Campaign	Letter	From Joseph Bolker to RN RE: Bolker's desire to support RN. 2 pgs.
9	30	9/15/1972	<input type="checkbox"/>	Personal	Memo	From Higby to "Follow Up" RE: an appointment with an eye doctor. 1 pg.
9	30	9/14/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to "Follow-Up" RE: Magruder's efforts to get contributors to look at campaign advertising. 1 pg.
9	30	9/12/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to "Follow-Up" RE: a list of notable press figures being put together by Buchanan and Allin. 1 pg.
9	30	9/7/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to "Follow-Up" RE: John Dean's project involving "McGovern's people." 1 pg.

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9	30	9/7/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to "Follow Up" RE: young RN supporters and McGovern events. 1 pg.
9	30	9/7/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to "Follow Up" RE: reports from Malek and the military vote. 1 pg.
9	30	9/6/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to "Follow Up" RE: Chapin's plan for Haldeman and RN outlining which states to focus on during the last months of the election. 1 pg.
9	30	9/6/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to "Follow Up" RE: an updated advertising strategy from Dailey to Strachan and Haldeman. 1 pg.
9	30	9/6/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to "Follow Up" RE: updated reports on various campaign topics. 1 pg.

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9	30	9/15/1972	<input type="checkbox"/>	Campaign	Letter	From Higby to Tom Gazsi RE: Gazsi's purchase of the book "Dove" for the Higbys. 1 pg.
9	30	9/30/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: Jack Marsh's desire for a meeting with Haldeman and Dick Scaife. 1 pg.
9	30	9/21/1972	<input type="checkbox"/>	Personal	Letter	From Higby to Hank Haldeman RE: thanks for the gift of a Nixon youth poster. 1 pg.
9	30	9/21/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: a recent call from Billy Graham on the election. 2 pgs.
9	30	9/16/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: Buchanan's media political analysis. 1 pg.

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9	30	9/15/1972	<input type="checkbox"/>	Campaign	Other Document	Document from Higby to unknown analyzing how to attack McGovern during his campaign. 2 pgs.
9	30	9/12/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: how to handle the press during the presidential campaign. 2 pgs.
9	30	9/12/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: polling analysis requested by Ehrlichman. 1 pg.
9	30	9/8/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: the Lou Harris polling apparatus. 1 pg.
9	30	9/8/1972	<input type="checkbox"/>	White House Staff	Memo	From Higby to Haldeman RE: the non-involvement of the Nixon brothers in a grain scandal. 1 pg.

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9	30	9/6/1972	<input type="checkbox"/>	White House Staff	Memo	From Higby to Haldeman RE: problems with columnists Evans and Novak. 1 pg.
9	30	9/5/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: Daily's revised campaign advertising strategy. 1 pg.
9	30	9/5/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: Dailey's revised campaign advertising strategy. Handwritten notes added by unknown. 2 pgs.
9	30	9/5/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: Dailey's revised campaign advertising strategy. Handwritten notes added by unknown. 2 pgs.
9	30	9/14/1972	<input type="checkbox"/>	Personal	Memo	From Higby to Wilbur Jenkins RE: an attached check to cover part of Higby's personal expenses at the Balboa Bay Club. Copies of Balboa Bay Club bills, with handwritten notes added by unknown on the originals, are included. 5 pgs.

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9	30	9/20/1972	<input type="checkbox"/>	White House Staff	Memo	From Higby to Kehrli RE: Vermont Royster. 1 pg.
9	30	9/11/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Kehrli RE: a report on Johnson and Humphrey's campaign expenses. 1 pg.
9	30	9/8/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Kehrli RE: pictures from the celebrities' reception in San Clemente. 1 pg.
9	30	9/6/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Kehrli RE: letters to Democratic Chairmen. 1 pg.
9	30	9/27/1972	<input type="checkbox"/>	Personal	Memo	From Higby to McKee RE: a University of Maryland catalogue for Higby's brother. 1 pg.

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9	30	9/25/1972	<input type="checkbox"/>	White House Staff	Memo	From Higby to MacGregor RE: an attached document. 1 pg.
9	30	9/21/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from Rose Mary Woods to Haldeman RE: a call from Paul Corley of American Liberty Oil Co. Handwritten notes on original added by unknown. 1 pg.
9	30	9/22/1972	<input type="checkbox"/>	Personal	Letter	From Higby to Rose Narva RE: Haldeman's thanks for Narva's offer for him to use the Linden Hill tennis courts. 1 pg.
9	30		<input checked="" type="checkbox"/>	Campaign	Other Document	Sheet from Higby to unknown laying out poll questions involving RN and McGovern on the subject of POWs. 1 pg.
9	30	9/11/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Rietz RE: a letter from a prominent Washington, D.C. Republican named Lillie Lou Rietzke. 1 pg.

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9	30	9/6/1972	<input type="checkbox"/>	Personal	Memo	From Higby to Bachman RE: registering to vote in Maryland. 1 pg.
9	30	9/6/1972	<input type="checkbox"/>	Personal	Memo	From unknown, possibly Bachman, to Higby on the subject of registering to vote in Montgomery County, Maryland. 1 pg.
9	30	9/6/1972	<input type="checkbox"/>	Personal	Memo	From Higby to Bachman RE: registering to vote in Maryland. Handwritten notes added by unknown. 2 pgs.
9	30	9/30/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: gathering reactions to campaign advertisements. 1 pg.
9	30	9/30/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: contacting a John Taylor in Orange County, California for use in the campaign. 1 pg.

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9	30	9/29/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: making changes to campaign commercials and documentaries. 1 pg.
9	30	9/25/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: setting up a weekly national telephone poll. 1 pg.
9	30	9/23/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: distributing campaign material in Texas. 1 pg.
9	30	9/23/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: "1701's" media plan. 1 pg.
9	30	9/23/1972	<input type="checkbox"/>	White House Staff	Memo	From Higby to Strachan RE: a report on flags. 1 pg.

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9	30	9/21/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: scheduling televised campaign advertisements. 1 pg.
9	30	9/21/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: the collection of polling data from West Virginia, Massachusetts, and Rhode Island. 1 pg.
9	30	9/19/1972	<input type="checkbox"/>	Campaign	Report	From Higby to Strachan RE: how to use the Mamie Eisenhower film for the campaign. 1 pg.
9	30		<input checked="" type="checkbox"/>	Campaign	Memo	From unknown to "Julie" RE: using the Mamie Eisenhower film at fundraisers. Handwritten response added by unknown. 1 pg.
9	30	9/18/1972	<input type="checkbox"/>	White House Staff	Memo	From Higby to Strachan RE: writing a political matters memo and generating "a follow-up report on Saturday's activities." 1 pg.

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9	30	9/14/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: various campaign odds and ends, such as a commercial revolving around Russia, polling data for "Wave III," and a spot generated by Connally. 1 pg.
9	30	9/12/1972	<input type="checkbox"/>	White House Staff	Memo	From Higby to Mike Schrauth RE: a dinner to be held in Los Angeles. 1 pg.
9	30	9/12/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: the "sandwiching" of Agnew appearances before or after McGovern appearances. 1 pg.
9	30	9/11/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: using a Mrs. Peggy Gazi for campaigning in Orange County, California. 1 pg.
9	30	9/6/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: a question relating to the results of a recent poll. 1 pg.

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9	30	9/6/1972	<input type="checkbox"/>	White House Staff	Memo	From Higby to Strachan RE: the more effective, timely delivery of information to Haldeman and Higby. 1 pg.
9	30	9/6/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: McGovern's commercials and campaign advertising strategies. 1 pg.
9	30	9/6/1972	<input type="checkbox"/>	White House Staff	Memo	From Higby to Strachan RE: banning a Dole staffer named Woodson from any future events involving RN. 1 pg.

September 15, 1972

MEMORANDUM FOR :

MORT ALLIN

FROM :

L. HIGBY

As I indicated in our conversation, we have a real need until after the election, to get the media political analysis in by 7:45 in the morning. It is needed at the 8:00 a.m. meeting as well as later meetings that follow in sequence, including meetings with the President.

For the next 54 days, isn't there something we can do to get it in by 7:45 a.m. ?

Thank you.

cc: Pat Buchanan

LH:pm

September 11, 1972

MEMORANDUM FOR :            DWIGHT CHAFIN  
                                 DAVE PARKER

FROM :                         L. HIGBY

Bob asked me to pass on to you for schedule guidance, the fact that the schedules for Mrs. Nixon, Julie and Tricia, are getting to be somewhat too heavy. It is not in terms of the burden on them, but more the fact that they are becoming too available and thereby will be losing their scarcity value. While we've been coming up with several good things for them to do, we ought to try and lighten their schedules between now and the end of the campaign. A couple of appearances a week should really be about the maximum.

LH:pm

September 6, 1972

MEMORANDUM FOR : JEB MAGRUDER  
FRED MALEK

FROM : L. HIGBY

It was rather disturbing that on our recent trip to California we failed to see one Nixon bumper strip, except for one on Paul Presley's car, the Manager of the San Clemente Inn. We've talked about this before, particularly about getting them distributed in the primary states immediately, and obviously this is not taking place if we're unable to even find bumper strips in Orange County!

Therefore, Bob has requested that we get a concentrated campaign going immediately to get out the President Nixon bumper strips -- don't use the Reelect the President ones. Bob feels this would be an excellent project for our young people to hit parking lots on certain days, perhaps for example, the 15th of September. As we've learned in the past, we don't hand them out at rallies because people don't put them on, they will only take them home and put them on their mirrors.

Bob asked that you let him know what's being done on this by Friday, September 8.

LH:pm

~~CONFIDENTIAL/EYES ONLY~~

September 6, 1972

MEMORANDUM FOR :

BRUCE KEHRLI  
GORDON STRACHAN

FROM :

L. HIGBY

This latest trip which was our first campaign swing provided an opportunity for uncovering several flaws in our operating procedure that we should change as we go into the campaign. There's no serious disaster, but there are some areas in which we could do better that I wanted to get down on paper and then hopefully discuss with you.

Generally, there's a lack of a sense of urgency in the way our whole operation is functioning. For example, I called Bruce two times in Hawaii and both times discovered that he was over in the gym working out or was unavailable because he was out running. While neither of my calls were important, they could have been, and probably will be in the future, and it raises the question of whether or not you don't want to change your work out time for the next 60 days, or perhaps curtail it all together.

I asked Gordon for several things and found out later only when I followed up that they were not available, not ready, or wouldn't be.

For example, yesterday I asked that the ASI figures be forwarded to me immediately. I know they were available yesterday, yet Gordon indicated to me on the phone that they were only picked up an hour or two previously. We can do better than this. We've been so busy telling everybody else not to be complacent that I wonder if we haven't gotten to be a little complacent ourselves.

Below I've listed several random thoughts that come to mind on how we can tighten up our procedure. I'm sure that you will have some others.

1. We should be ready first thing in the morning to do a complete review of our operation and what generally is going on at the White House. This

should require from each of you a conscious effort to find out what is going on, what the political news is, what the columns are, what the attack lines are, what the problems are at the start of the day and be ready to go through them in some orderly fashion when I check in for Bob. This is different than just glancing over your desk when I call in and seeing if there is anything available at the moment, it should be a conscious procedure to find out what we are doing, what the problems are, and get ready to focus on them and hopefully have some solutions ready when I call.

2. We specifically need a review of the papers, if we are away from Washington, and of any of the morning developments that have come up. Gordon should start sitting in on the 9:15 meeting now with Colson. Before that you should have stacked up any other political considerations that have come up for that day or since we have last talked. This would also include going through the follow up and being ready to review any of the problem areas with me when I check in. The follow up should be covered before I call and any questions about delays or due dates raised rather than letting them slip.

3. Assignments - when I call in from the road asking that something be done, you should then take it as your personal responsibility to get it done as soon as possible. If there is going to be a problem with getting it done, you should get back to me rather than me trying to remember what the problem is. This should be covered the next time I check in.

4. Our old follow up system of letting things slide a day or two simply won't work during the next 60 days. If something is not in on the day it is due in, it should at least be raised with me. We can then decide what to do with it, but the assumption that it automatically can slide, not knowing what's taking place on the road, is not satisfactory.

5. I think we have a need for a wire machine in our office. Gordon spends a good portion of his time running around trying to look at the wires. Let's rent one for two months, regardless of what the criticism is so that we're updated all the time on any thing that's happening politically as soon as it moves on the wires. The disaster with the Arab-Israeli situation at the Olympics is a typical example. While we probably could assume that we would have found out about this through several channels, it is one of the things that should have been raised in our morning briefing conference call just to make sure it was covered.

6. As a matter of policy, we probably should set up a 3-time per day procedure where I check in when we're on the road. You should stack up the phone calls and the problems until then, and hopefully we can get them accomplished then rather than calling back and forth every time something comes up.

Specifically, what would probably work best is planning on us getting together first thing in the morning, again around noon or shortly thereafter, and then again at the end of your day in a conference call. We may miss the noon one when we are travelling, but hitting at least two of them a day will mean we are still ahead of the game.

I'd like any thoughts you might have on these problems also. I've spotted some specific examples of what have been problems for me but I'm sure that you've had problems too. Certainly I've screwed up more than my share of things but believe we can all do better.

LH:pm

September 18, 1972

MEMORANDUM FOR: PAT BUCHANAN  
FROM: L. HIGBY

Bob asked that you work up a memo for his review today that covers the following points:

1. A study of the President's thesis that you should look at elections in this century and you will see that no Presidential candidate has ever won by a 2 to 1 ratio. The optimum, or maximum ever attained was Roosevelt over Landon which was 63-37, or whatever it was. Get the facts on that.

2. The optimum for a Republican is the Eisenhower landslide of 1956 where he got 57.5% of the vote versus his opponents 42.5%. In other words, a 15 point margin is optimum for a Republican in these times, and that should be our stated goal -- to equal the Eisenhower reelection majority of 57.5%.

You should also develop a line for columnists making this point. We should talk in this fashion -- not in the terms that we expect our polls to go down, but rather that our goal in the ultimate poll on election day, will be the 15 point spread that Eisenhower achieved.

LH:kb

522  
Memo to: PJB

From: L H

~~ACTION ITEM~~  
Bob asked that you work up a memo for her soon  
today that covers the following points

~~We need a memo to MacGregor, Finch, et al, covering two~~  
~~points:~~

1. A study of the President's thesis that you should look at  
elections in this century and you will see that no Presidential  
candidate has ever won by a 2 to 1 ratio. The optimum, or  
maximum ever attained was Roosevelt over Landon which was  
63-37, or whatever it was. Get the facts on that.

2. The optimum for a Republican is the Eisenhower landslide  
of 1956 where he got 57.5% of the vote versus his opponents  
42.5%. In other words, a 15 point margin is optimum for a  
Republican in these times, and that should be our stated goal -  
to equal the Eisenhower reelection majority of 57.5%.

~~Business~~ <sup>also</sup> should develop a line for columnists making this point  
and we should get this point to our speakers. ~~They~~ <sup>We</sup> should talk in  
this fashion - not in the terms that we expect our polls to go down,  
but rather that our goal in the ultimate poll on election day, will be  
the 15 point spread that Eisenhower achieved.

HRH :pm

9/18/72

September 12, 1972

MEMORANDUM FOR:

PAT BUCHANAN

FROM:

LARRY HIGBY

Bob asked that I pass on to you the fact that we should now probably change tactics on Shriver. Instead of ignoring him we should move actively to make him a liability to the ticket. He should be cracked hard by lower level people.

cc: Chuck Colson

LHigby:mco

September 6, 1972

MEMORANDUM FOR :           ALEX BUTTERFIELD  
FROM :                       L. HIGBY

Bob asked me to pass on to you the fact that the new ~~Back-~~rack pictures were very satisfactory as far as everybody was concerned. He wants to make sure that you follow up and make sure that they are distributed immediately as broadly as possible - particularly the ones of the family and of Mrs. Nixon and the President, and the new smiling ones of the President. The new smiling one of the President should be used to replace the ones that are currently distributed to our campaign people and to the press.

Bob asked to have a report on Friday on how the distribution has gone. He emphasized that this is to be done as soon as possible.

cc: Gordon Strachan  
Jeb Magruder

248  
September 29, 1972

MEMORANDUM FOR: DWIGHT CHAPIN  
FROM: L. HIGBY

In talking with Billy Graham recently, he raised the point of a fairly major and sizable group of religious leaders who are going to be putting together an organization for McGovern's election.

While, on the organizational side, 1701 is doing many things to combat the organization, Graham mentioned some other things the President should, at least, consider doing. They are:

1. The President should go to church regularly, if possible.
2. If the opportunity comes up, he should address a ministerial group that isn't anti-Vietnam.

I'm not sure if there is anything you can do here with these two ideas, but you should at least keep them in mind.

Also, you should probably be aware of the fact that McGovern is going to address the student body of Wheaton College.

LH:kb

September 29, 1972

MEMORANDUM FOR: DWIGHT CHAPIN  
FROM: L. HIGBY  
SUBJECT: Vice Presidential  
Ethnic Event

Art Schmer called me indicating the Vice President asked that he call Bob and get a reading on the feasibility and desirability of the Vice President doing a huge ethnic event in late October involving all different ethnic groups in Michigan at Cobo Hall.

The Vice President is apparently interested in doing this but says it will require a lot of planning and the full-time use of someone at 1701 as a project officer.

He wanted to get Bob's reading on whether or not this would be a good idea.

You may want to get back to Art in Bob's name or mention the whole idea to some in your planning group or surrogate group.

Before you start wondering why he called me instead of you, you should be aware that the Vice President specifically instructed Art to call Haldeman and that's why the call came here.

I'm sure if you want to get back to him in Haldeman's name, that won't be any problem.

cc: H. R. Haldeman

LH:kb

DETERMINED TO BE AN  
ADMINISTRATIVE MARKING  
E.O. 12065, Section 6-102  
By B. J. [unclear] NARS, Date 3-29-88

CONFIDENTIAL/EYES ONLY

September 26, 1972

MEMORANDUM FOR:

CHARLES COLSON

FROM:

L. HIGBY

We should do a letter to The New York Times addressed to Punch Sulzberger from someone to the effect that the Times, of course, has no choice in this election except to endorse Senator McGovern because he stands for all of those things that the Times stands for, such as amnesty, defense cuts, etc. (enumerate these).

At least, however, the Times should urge Senator McGovern to run a better campaign and stand for these kind of principles in higher fashion than he has done to date.

LH/pm/jb

September 19, 1972

MEMORANDUM FOR: DWIGHT CHAPIN

FROM: L. HIGBY

Make sure we use the Mamie film segment that was used at the Convention somewhere in the election eve special.

cc: Gordon Strachan

LH:kb

September 18, 1972

MEMORANDUM FOR: CHUCK COLSON

FROM: L. HIGBY

We may have a procedural problem at the Committee that you would like to get involved in. From what I can gather, the Committee is sending out talking papers to people without it having the clearance of Buchanan or his staff.

It was my understanding that the whole purpose of your committee at 9:15 a. m. was to set up a system whereby all materials would be coordinated.

LH:kb

L

THE WHITE HOUSE

WASHINGTON

ADMINISTRATIVELY CONFIDENTIAL

September 14, 1972

MEMORANDUM FOR:

PATRICK J. BUCHANAN

FROM:

GORDON STRACHAN *S*

SUBJECT:

Republican National  
Committee Talking Paper

As the Editor in Chief for the campaign, have you reviewed these?

           Yes

  *✓*   No

*Gordon, I only check the Major  
Negative stuff - Not so much  
for accuracy, as for Emphasis*

*GD*

September 12, 1972

*✓ AS*  
*These should*  
*be coordinated*  
*w/ Buchanan*  

---

*L*

MEMORANDUM FOR ~~GORDON STRACHAN~~ **H**

FROM: ED HARPER *EH*

SUBJECT: Republican National Committee Talking Papers

Attached is the set of Republican National Committee materials that you sent on September 11th with the inquiry as to whether we had checked this material for factual accuracy. For the talking papers themselves, the answer is yes. We have reviewed these particular papers and have an on-going process of reviewing any future talking papers. The second last page of the attached set, entitled "Why Now More Than Ever?" was not reviewed by us.

Attachment

cc: Ken Cole

ELH:PAM:arl

*We take no credit or blame for how good or bad they are.*

THE WHITE HOUSE  
WASHINGTON

Date: 9/11/72

TO: ED HARPER

FROM: GORDON STRACHAN

Do you clear these for factual  
accuracy?



Republican  
National  
Committee.

September 11, 1972

Dear Republican Leader:

Enclosed are three new Talking Papers and supporting materials. Accompanying the paper on young voters is the flyer "Why Now More Than Ever?" which graphically illustrates the President's record in reordering national priorities, ending the draft and improving the environment.

The Wall Street Journal editorial might work well with the paper on Senator McGovern's latest economic scheme. Because of considerable interest in the brochures, "Quotable Quotes" and "Promise and Performance," we have enclosed an order form for obtaining additional copies.

Sincerely,

C. Thomas Wilck  
Deputy Chairman for  
Communications

# TALKING PAPER

## \*\*\* YOUNG VOTERS: WHERE DO THEY REALLY STAND \*\*\*

More than any other segment of the voting population, young first-time voters are in the spotlight this election year.

The most prevalent myth about the 25 million new young voters--those who have become eligible to vote in a general election since 1968--is that they are solidly in Senator McGovern's camp. They are not.

A recent Gallup Poll pointed out that support for the President is strong among those young people who have yet to register to vote. By 46 to 43 percent, not-yet registered voters 18-24 years old indicated preference for President Nixon. And, of those young adults already registered, 41 percent would vote for President Nixon.

The picture is clear, and it is a picture that tells us we are making a serious error if we lump first-time voters into a stereotype that really fits only a few of their number.

We can be especially proud that it is President Nixon's record on the issues that attracts the support of young voters.

There is Vietnam, for example, an issue that tore this country apart in the '60s. As of December 1, more than 95 percent of our troops will have been withdrawn from Vietnam under this Administration. President Nixon's fervent attempts to end the war entirely include a comprehensive and fair settlement offer: an internationally supervised ceasefire, return of our American prisoners and free elections in South Vietnam. The President's Vietnamization program is ending the war for Americans; his negotiating terms can settle the war for the Vietnamese, if Hanoi will accept them.

The draft, another issue of concern to young people in the last election, will not be an issue in 1972. In 1968, nearly 300,000 young

men were drafted--many to fight in Vietnam. This year only one-sixth of that number will be called and only volunteers will be sent to Vietnam. During a second Nixon term, by this time next year, there will be no draft at all.

Especially for working youth, the economy is an issue. They face many of the same concerns as their parents. The false economy stimulated by wartime spending in the late 1960s is by all indications--from the economic community, the Labor Department, the consumers--reversing to a solid, less inflationary stance.

For the first time since 1965, workers' raises are not being eaten up by inflation. True, unemployment remains at an unacceptable level but it is dropping not rising. As of last month, 82 million Americans were employed--the highest number ever. Cuts in defense related spending and the vast numbers of returning GIs have contributed to the problem, but as business expands--and expansion has already begun--we will reach a full employment economy that depends neither on high military expenditures nor expensive makework schemes from Washington.

The environment is another so-called youth issue--not because all of us aren't concerned but because it is the young who have shown the energy to make the issue visible to all. Here, too, the President has earned the support of young and old alike. He created the Environmental Protection Agency and a President's Environmental Merit Award Program for young people who demonstrate leadership in solving the problems that surround us. He has used every method available at the federal level to clean up the environment and seek new ways to keep it clean. And his Administration has brought far more pollution cases to court than any other.

These issues are neither unique to youth, nor are they youth's only concerns. But they demonstrate that there is cause for a Republican youth vote this November if we make the President's record known.

###

# TALKING PAPER

## \*\*\* VIETNAM \*\*\*

While Senator George McGovern is spouting wild campaign promises that not even he has any reason to believe he can keep, President Nixon is going about the business of keeping his promises. He is bringing American fighting men out of Vietnam and he is doing it in the only way that will leave the Vietnamese people with the precious right to choose their own government.

In his 1968 campaign, President Nixon pledged a phased withdrawal of American troops in Vietnam, and he has done that. In his latest announcement, the President set a goal of just 27,000 Americans in Vietnam by December 1. That is a reduction of 522,500 men, or 95 percent of the authorized troop level under President Johnson.

But the President's 1968 promise to end American involvement went one step further. He promised that America would not leave its ally with no defense. He has kept that part of the bargain, too.

The men who now carry the burden of the fighting -- the men who face their enemies in the field -- are South Vietnamese. They have proven themselves capable of defending their country and they have proven it under the most difficult conditions possible -- the invasion of more than a dozen enemy divisions from the North. Vietnamization has worked; Americans are coming home.

Richard Nixon has said many times that this nation -- for her own sake as well as the sake of world peace -- cannot afford to abandon an ally, no matter how small and how far away. It must be remembered -- especially at this time when we are asking the American people to choose between President Nixon and George McGovern, between a strong America and an America turned inward -- that Richard Nixon has removed our troops but he has left our Vietnamese ally with more than

broken commitments with which to defend themselves.

And our American prisoners and missing in action and their families have not been left alone with only Senator McGovern's shaky promises.

President Nixon has made his position clear to the American people, and he has made it clear to those who would seek to impose their system of government on others. He has told North Vietnam and he has told us that peace is not secured by giving in to an aggressor. It is secured only by a cessation of the aggression itself.

Every reasonable offer for peace has been put on the negotiating table in Paris. Now it is up to Hanoi.

###

# TALKING PAPER

\*\*\* McGOVERNOMICS \*\*\*

Now that another month has rolled around, Senator McGovern has revised his welfare-tax reform plan. As Governor Reagan told the delegates at the Convention in Miami Beach, if the Democrat candidate stands behind his new proposal 1,000 percent, that should give us at least a week to look it over.

It may not take that long, though, because this new edition of the "Democrat" is not that different from the poorly formulated, expensive proposal McGovern made the last time around.

He says he has dropped his \$1,000 per person, no-work giveaway scheme. All he has done is drop it into a \$4,000 package guarantee for a family of four--and that adds up to \$1,000 per person anyway you look at it.

Not only has Senator McGovern written into his plan no work requirements for the millions he proposes to put on his \$4,000 stipend, he has ignored any provisions for the working poor--those Americans who work every day but make less money than they would get on welfare. He seems to think these people should be helped, but hasn't figured out how.

If the Senator had spent more time in the Senate in the last two years, he would have noticed the President's welfare reform plan--which includes both work requirements and provisions for the working poor--and has been languishing in the Democrat Congress.

Senator McGovern's poor conception of what a welfare reform plan should contain is paralleled only by his devious representation of how he will pay for it. He says his plans to slash defense spending and close so-called tax loopholes will net \$54 billion in extra revenues. And, according to his Wall Street speech, he will spend \$39 billion for job creation, welfare and property tax reduction.

As the Wall Street Journal asked in an editorial August 30: "Does this mean Senator McGovern is dropping his previous support for Senator Kennedy's health insurance plan, which would cost \$57 billion by itself? Is Senator McGovern dropping the 100%-of-parity agricultural price supports and other expensive items in the Democrat platform? If his words do not mean that, do they mean anything at all?"

The fact is, no one knows what Senator McGovern means. It has been estimated that the new spending proposals in the Democrat platform would require about \$144 billion in new revenues. Senator McGovern says he's going to spend \$39 billion and he tells us that "the figures of all the new programs I have proposed...are based on the Democrat platform." Is he, then, in addition to constantly revising his own programs, attempting to revise the platform drafted by his delegates in Miami Beach?

But it doesn't really matter where McGovern gets his figures. They are wrong. For example:

McGovern says that \$5 billion would cover state and local operating costs and increased benefits in his welfare plan. The fact is that operating costs alone are \$5.9 billion with no money left over for higher benefits.

McGovern says that \$3 billion would expand social security to cover three million more people and increase benefits across the board. The fact is that just raising the minimum benefit to Mr. McGovern's suggested \$150 a month--without adding more people--would cost \$4.5 billion.

Once again, and this is becoming one of the more predictable aspects of the McGovern campaign, his figures and his proposals add up to only confusion.

###

## REVIEW and OUTLOOK

*Wall St Journal*

8/30/72

### Exercise in Implausibility

Senator McGovern's Wall Street speech yesterday was billed as the definitive statement of his income maintenance and welfare reform plans, but it remains to be seen whether the latest versions will hold up longer than the earlier ones. For they are still tainted by a ring of implausibility.

Senator McGovern's advisers have been shuffling figures to and fro in an attempt to prove it's feasible to redistribute a lot of income without taking much of it away from anybody. It may be that they now have a series of figures that adds up, though we have doubts about even that to the extent the plan rests on the Pentagon budget cuts. But in the real world there are a lot more considerations than merely whether a plan fits neatly into a Chinese menu for income redistribution, and it seems the thinking behind the McGovern plan only spasmodically gets beyond one from column a and two from column b.

Yesterday's bombshell proposal to tax capital gains as ordinary income is an excellent example. Last May Senator McGovern took a full-page ad in this newspaper to say, among other things, that he had proposed no drastic change in the taxation of capital gains. Yet yesterday the elimination of special treatment of capital gains became the biggest item in his promised \$22 billion worth of loophole closing.

Such a proposal raises a number of questions of both equity and practicality. If a capital "gain" represents merely the result of inflation, why should it be taxed at all? If capital gains are to be added to ordinary income, why cannot capital losses be deducted from it? What would be the effect on capital formation and liquidity, and therefore economic progress? These questions of course do not preclude changes in the present capital gains treatment, but they are the reasons that treatment takes the shape it does, and they ought to be thought about a bit before it is repealed.

The Senator would expand income averaging to give relief to someone who sells a business built up over the years. A summary of his proposals says capital losses would be deductible against gains, and presumably there-

fore not against ordinary income. Other than that, the Senator's explanation to the security analysts was "money made by money should be taxed at the same rate as money made by men." This scarcely strikes us as a rationale that has weighed all of the considerations that will come up in prolonged scrutiny.

The same lack of realism was even more pronounced in the fundamental proposition of the Senator's speech yesterday. He asks us to believe that his loophole-closing and military budget proposals would yield more than enough revenue to pay for "the total costs of additions to the national budget by a Democratic administration." Even without consulting the details, does any serious person believe that?

As for the details, Senator McGovern said his proposals would provide \$54 billion in revenues for other purposes. This includes Pentagon budget cuts of over \$30 billion. Pentagon experts say his severe cutbacks would actually save only \$20 billion; it seems his budget neglected certain operating items, such as buying gasoline to run the trucks and tanks.

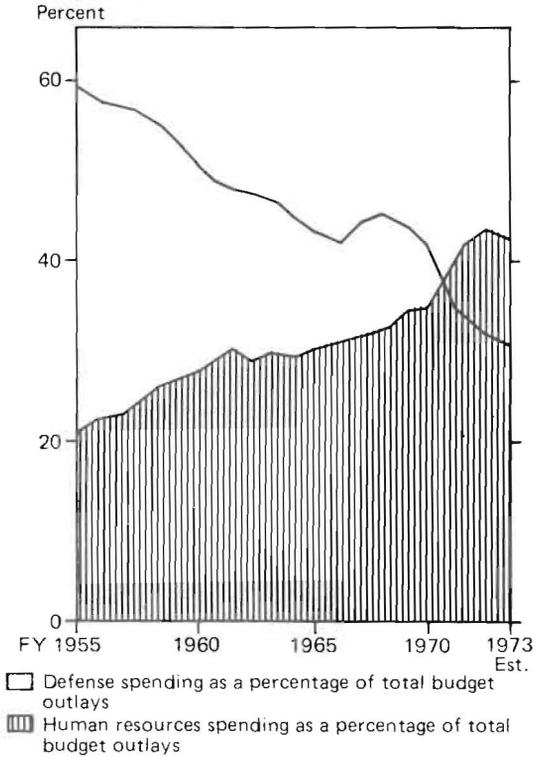
But even if the \$54 billion is correct, yesterday's speech proposed or reiterated proposals to spend \$39 billion for job creation, welfare and property tax reduction. Does this mean Senator McGovern is dropping his previous support for Senator Kennedy's health insurance plan, which would cost \$57 billion by itself? Is Senator McGovern dropping the 100%-of-parity agricultural price supports and other expensive items in the Democratic platform? If his words do not mean that, do they mean anything at all?

Indeed, does the figure-juggling, definitive-statement game mean anything to begin with? The more we watch it, the more we doubt any plausible program of reform can be built on the intellectual exercise of juggling the figures from column to column. To propose changes that prove feasible, you have to get behind the figures and grapple with reality. Then, of course, you typically find that things are the way they are for a reason, and that the possible reforms are slow and limited, and by no means exciting enough for the purposes of an electoral campaign.

# Why Now More Than Ever?

Consider President Nixon's record on the facts. Here are three examples of what progress four years have brought.

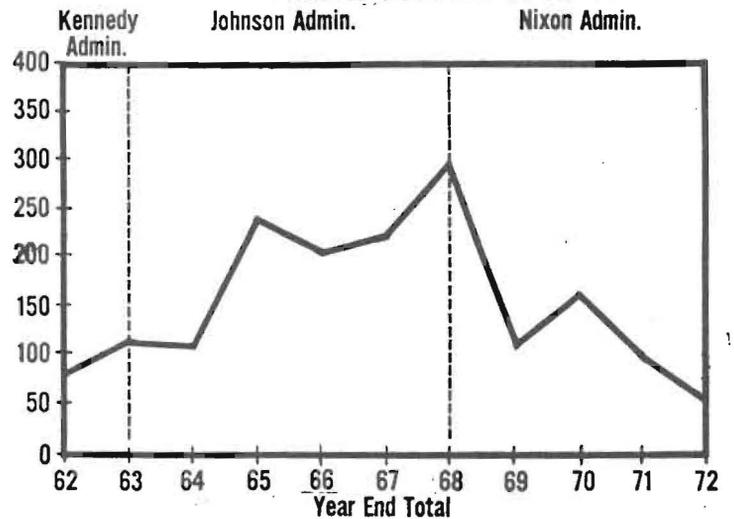
## DEFENSE SPENDING COMPARED TO HUMAN RESOURCES SPENDING



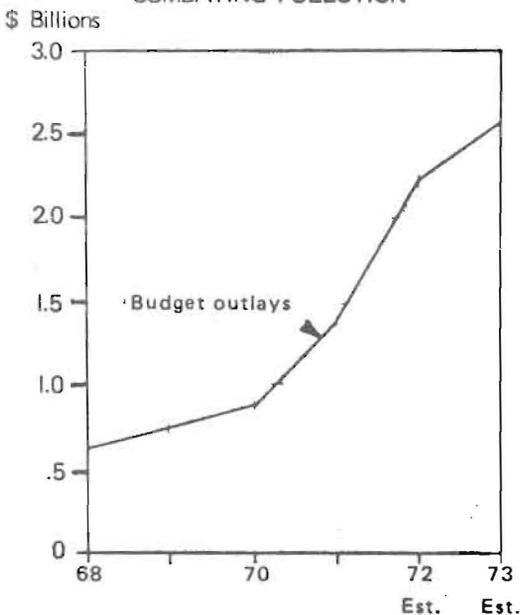
1. **REORDERING NATIONAL PRIORITIES:** The year before President Nixon took office, the federal government was spending 45% of the budget on defense needs and 34% on human resources. For the first time in 20 years, those figures have been reversed. In the current fiscal year, we are spending 45% on human needs, versus 32% on defense. Indeed, defense spending is lower in fiscal 1973 than in fiscal 1968: \$78.3 billion compared to \$80.5 billion.

2. **ENDING THE DRAFT:** When this President took office, nearly 300,000 young men per year were being drafted into an inequitable Selective Service System, with many being sent to fight in Vietnam. Since then, draft calls have been cut 77%, and the President has announced zero calls after July 1, 1973. No draftees are now being sent to Vietnam, unless they volunteer for duty there. And with the lottery, the reduced one-year vulnerability period and the end to unfair deferments, the draft itself has become less intolerable.

## DRAFT INDUCTIONS 1962-72



## COMBATING POLLUTION



3. **IMPROVING THE ENVIRONMENT:** Even before "ecology" became a familiar term, President Nixon was gearing up this Administration to fight pollution and enhance our surroundings. His Environmental Protection Agency is a model for governments all over the world. He halted construction on the Cross-Florida Barge Canal, which was threatening to damage the Florida Everglades. Regulations were issued to cut air pollution by 90%, and auto companies were kept to the 1975 clean air target date. On the budget side, the President is spending \$6.6 billion (compared to fiscal 1968's \$3.5 billion) to enhance the environment -- such as building parks and protecting wildlife -- and to combat pollution. The figure to combat pollution alone has quadrupled in four years to \$2.4 billion.

# Quotable Quotes and Promise and Performance

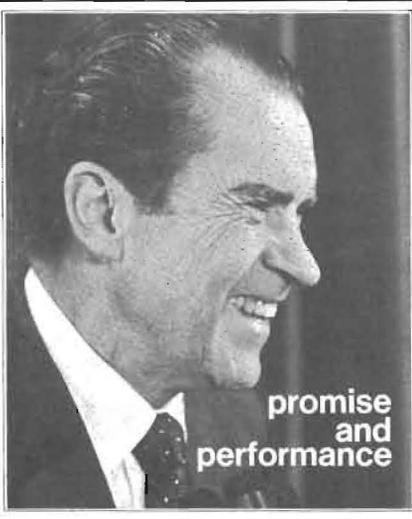
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A check or money order made out to Van's Printing Company for \$ \_\_\_\_\_ is enclosed.

September 14, 1972

Dear Mr. Casey:

Thank you for your letter of August 23 concerning President Nixon's reelection campaign.

Your correspondence has been forwarded to Mr. Jeb Magruder at the Committee for the Re-Election of the President and you should be hearing from his office in the near future.

Your interest in writing is very much appreciated.

Sincerely,

Lawrence M. Higby  
Administrative Assistant  
to H. R. Haldeman

Mr. James J. Casey  
Attorney At Law  
3705 Rhode Island Avenue  
Mt. Rainier, Maryland 20822

cc: Jeb Magruder -- w/incominb

LH:kb

92E  
September 8, 1972

MEMORANDUM FOR :

DWIGHT CHAPIN

FROM :

L. HIGBY

Bob asked that I pass on to you the fact that we should be sure to use George Bush as a major surrogate in non-partisan forums. We need to get him moving heavily around the country as soon as possible. Bob has talked to Bush and Bush is expecting to hear from you.

LH:pm

September 7, 1972

MEMORANDUM FOR :           CHUCK COLSON

FROM :                       L. HIGBY

Bob asked that you get the Michigan speech (Utica) to all our women speakers and surrogates. Also, we should try to get some anecdotal material about "Nixon the Man" put together for these people. Bob would like to take a look at the anecdotal material before it is sent.

LH:pm

September 7, 1972

MEMORANDUM FOR : DWIGHT CHAPIN

FROM : L. HIGBY

Fred Malek hit me again on the point of having his Regional Directors meet with the President. He said that while the President is going to be over there at 1701, that really won't cover his needs. The Regional Directors are in Fred's office every Monday, and Fred feels strongly that a brief 20-minute session would suffice. He makes the point that the group is quite impressive and that it would be a plus both from their standpoint and the President's for the two to meet.

LH:pm

808  
September 6, 1972

MEMORANDUM FOR :           CHUCK COLSON  
FROM :                       L. HIGBY

You mentioned to me the problem of MacGregor talking to reporters regarding Watergate, particularly with Dole out in Kansas. Bob suggested that Dole talk directly to MacGregor on this if it is feasible and see if he can't add a little pressure there.

LH:pm

September 20, 1972

MEMORANDUM FOR :       COMMANDER DETTBARN

FROM :                   L. HIGBY

Please always put a size 44, not 46, jacket in Bob Haldeman's cabin when he is up here at Camp David.

Thank you.

LH:pm

September 15, 1972

Dear Mr. Dembitzer:

I had no idea that Jack Anderson had such a wide following but was very glad to receive your letter, nonetheless.

Thank you very much for the invitation to attend your first opening in the Washington area. I'll await confirmation.

The ironic thing about the whole Anderson column is that no one to my knowledge, nor to the knowledge of anyone here in the White House, has ever referred to me as the "Big L." Unfortunately, as you can imagine, however, that is no longer the case.

Best wishes,

Sincerely,

Lawrence M. Higby  
Administrative Assistant  
to H. R. Haldeman

Mr. Lester Dembitzer  
DICKENSON ASSOCIATES  
80 Dickenson Place  
Great Neck, New York 11023

LH:kb:LH:car

September 30, 1972

MEMORANDUM FOR: ROLAND ELLIOTT  
FROM: L. HIGBY

Attached is a letter that was forwarded to Bob from the President. As you can see, there is an indication on it that he is one of our Democrats for Nixon and we should be sure he gets a reply.

Will you please make sure this is done?

Attachment

cc: Mr. Alexander P. Butterfield  
Mr. Charles Colson

LH:kb

MEMO FROM

J. R. BOLKER

WEDNESDAY

DEAR MR. PRESIDENT -

AFTER THE DINNER,  
PLEASE JOIN A GROUP OF  
YOUR FRIENDS AT MY APART-  
MENT, 2402 CENTURY TOWER  
WEST, (3 BLOCKS FROM THE  
HOTEL AT PICO), YOU CAN  
RELAX, EVEN PLAY THE  
PIANO - PLEASE BRING  
PAT -

JOSEPH BOLKER

# 277-0800

— II —

ALSO I SPOKE WITH  
JOHN CONNALLY AT PEZOS  
RANCA ON TUESDAY - WE ARE  
CONCERNED THAT YOU ARE  
NOT GETTING THROUGH TO  
THE COLLEGE KIDS - THUS  
(OVER PLEASE)

DR. WANNER WOULD LIKE TO  
TO BE THE GUEST OF THE  
NEBRASKA <sup>UNIVERSITY</sup> STUDENT BODY FOR  
HOMECOMING SATURDAY  
THE 20TH. IF YOU WISH, I  
WOULD COME TO NEBRASKA,  
LINCOLN, AND HELP YOU. OR  
YOU COULD BE HIS GUEST  
FOR THE MISSOURI/NEBRASKA  
GAME ON THE 14TH. I AM  
THE GUEST OF THE PRESIDENT  
AND CHANCELLOR ON THE  
14TH FOR THAT GAME.\*  
PLEASE ADVISE. EVEN  
PHYCADIERO THINKS IT IS  
IMPORTANT — SO DOES CONAL  
SCHRIEBER ET AL. CONSIDER,  
PLEASE — JOSEPH BOU

\* THOUGH I GRADUATED  
U.C.L.A., I ATTENDED  
NEBRASKA UNI. BEFORE  
THE 2ND WORLD WAR

(SEE OVER)

September 15, 1972

MEMORANDUM FOR :

FOLLOW UP - MONDAY (Sept. 19th)

FROM :

L. HIGBY

Appointment with eye doctor - Tuesday, Sept. 19th at 9:00 a.m.

Navy Regional Medical Center  
23rd and C Sts.  
9:00 a.m.

September 14, 1972

MEMORANDUM FOR: FOLLOW-UP  
FROM: L. HIGBY

Follow-up with Magruder on what he has done on getting big contributors to look at our advertising.

LH:kb

September 12, 1972

MEMORANDUM FOR:

FOLLOW-UP

FROM:

L. HIGBY

Buchanan and Allin are to be putting together a list of the 20 most influential bad press or TV types, and a list of the things they said they would most like to forget, especially the predictions regarding North Vietnam, Nixon, McGovern, etc. For example, Kraft and his analysis about how Nixon's support was a mile wide and an inch deep, and Reston's comments, etc. This should be done in the near future.

LHigby:mco

28

September 7, 1972

MEMORANDUM FOR: FOLLOW-UP

FROM: L. HIGBY

Follow-up in one week with John Dean on the project of checking out McGovern's people.

LH:kb

September 7, 1972

MEMORANDUM FOR : FOLLOW UP

FROM : L. HIGBY

Follow up with Jeb Magruder in 10 days on the possibility of getting our young people to leaflet the operations that are going on with McGovern when he goes to a stop and also put some signs in the audience.

LH:pm

September 7, 1972

MEMORANDUM FOR : FOLLOW UP

FROM : L. HIGBY

We need weekly follow up reports from Fred Malek, plus an overall plan regarding what we are doing and what Defense is doing to get the military vote. We should push hard on this and it should be followed up on every Monday.

LH:pm

September 6, 1972

MEMORANDUM FOR : FOLLOW UP  
FROM : L. HIGBY

Follow up in making sure that Chapin is putting together a plan for Haldeman to review with the President indicating what states we will be hitting and what states our surrogates are going to be hitting.

LH:pm

September 6, 1972

MEMORANDUM FOR : FOLLOW UP

FROM : L. EGBY

Make sure we follow up this Friday with a revised strategy on advertising from Pete Dailey. It is not to go via Gordon Strachan, it is to be a memo directly from Dailey to Haldeman.

LH:pm

September 6, 1972

MEMORANDUM FOR : FOLLOW UP  
FROM : L. HIGBY

We need a report by Thursday on the house situation and what's happening there. We need a best-guessed hard reading of what our best chances are on specific candidates and incumbents. We should plug in any poll data we have and also take a look at the trends that we can tie to McGovern i. e., Metcalf. We need a report by Friday on what Dailey's revised advertising strategy is. Also, as soon as possible, a report on what McGovern's advertising strategy is.

LH:pm

September 15, 1972

Dear Tom:

Dolores and I want to thank you very much for your thoughtfulness in purchasing "Dove" for us. Dolores has read it and I'm about half way through it now and find it one of the more interesting books I've ever read. It expresses a philosophy of life that most of us strive for at one time or another.

At the risk of sounding like a parent, let me say that if you haven't read the book, you should, remembering that all the great voyages that take place in this world don't happen on water. If you don't believe me, just ask Jonathan Seagull.

Once again we are back, hard at it in the White House, trying everything to make sure the President is reelected.

Tell your Mother I've alerted the Republican headquarters in Orange County to her tremendous political talents and she'll probably be hearing from them shortly - the same for your Dad.

I hope your family enjoyed the week at La Jolla and I hope that we get to see you some time in the not too distant future.

Best wishes.

Sincerely,

Mr. Tom Gazsi  
1112 Estele Lane  
Newport Beach  
California  
92660

LH:pm

September 30, 1972

MEMORANDUM FOR: H. R. HALDEMAN

FROM: L. HIGBY

A gentleman named Jack Marsh who is in the building over at 1701 called me to try and set up a meeting between you, Marsh, and Dick Scaife. Marsh says he is Dick Scaife's lawyer and that he talked to you at the Connally Ranch.

The meeting could be anyplace you would like to have it and Marsh and Scaife would be available October 3rd, 6th, 10th, 11th, and 13th.

He said on another subject you discussed re: his working with the Wallace people, that while the situation still wasn't cleared up completely, it's looking much better and he should have some decision for you by Monday or Tuesday.

LH:kb

September 21, 1972

Dear Hank:

Thank you very much for the Nixon youth poster that you got over here so promptly. Although I'm sure most of your crowd won't any longer allow me to be considered a youth, I do think that you've got an interesting poster here, and some day when you're an old man like me, I hope to show it to someone named Jennifer who will be a youth voter then.

Keep up the good work!

Sincerely,

Lawrence M. Higby  
Administrative Assistant  
to H. R. Haldeman

Mr. Hank Haldeman  
Committee to Reelect the President  
1701 Pennsylvania Avenue  
Washington, D. C.

LH:pm;ke

September 21, 1972

*Handwritten initials and scribbles*

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: L. HIGBY  
SUBJECT: Billy Graham Phone Call

As I indicated to you, Billy Graham called yesterday afternoon to report on a matter that he is rather concerned about, namely, the formation by a group of several liberal church leaders from an organization for McGovern. Heading the organization will be a gentleman named Bishop James Armstrong who Graham has a lot of respect for. He is young, intellectual, a real go-getter and commmer in the church. Billy indicates that his sources say that they are setting up a coast-to-coast organization to raise funds, send letters to editors correcting misstatements about McGovern, hold church services for McGovern, issue discussions, run ads, etc. The first church service will be run Sunday, October 8.

His analysis of this whole situation is that it will have some impact, that it will involve somewhere between 200 and 300 leaders, and will probably grow beyond that. The attempt here is to make McGovern the candidate of the church.

At the formation meeting that was taking place on this subject, there was some question as to whether or not they should attack Billy Grhham because of his friendship with the President, but decided not to do this.

Billy, frankly, had no special advice at the time he talked to me, but during the next 24 hours he is going to be calling several of his friends within the church to get a reading on what they feel should be done. He is, I believe, willing to consider the establishment of an organization for church leaders for Nixon. Frankly, he is just a little surprised at what's happening here and wants some time to think about it.

I believe he would like to talk to you and will be at his residence for most of the day and available to talk.

He mentioned that he had been making several statements around the country that are pro Nixon and said we could use those statements wherever we want once they have been put into public print.

I suggest you call Graham.

LH:kb

01P  
September 16, 1972

MEMORANDUM FOR : H. R. HALDEMAN ✓  
FROM : L. HIGBY  
RE : Media Political Analysis

Pat Buchanan has now promised to get the media political analysis to you in time for the 8:00 a.m. meeting every morning, and to have it available by 9:00 a.m. on weekends. Please let me know if this is not adequate.

Pat indicates this will require him getting in here at 6:30 a.m. at the latest every morning, something that he is willing to do. In turn, I've told him that if there is any need for mechanical back-up, that appropriate arrangements will be made. He doesn't feel that there is at this moment, but will be back in touch if that is the case.

LH:pm

9/15

*Handwritten initials and signature*

You asked what was wanted and that you would deliver.  
Two areas are outlined below:

1. We need to set up a program so that when McGovern goes to a city, particularly a key city, some committee in that city runs an ad -- full page -- asking McGovern questions that should be answered that day. For example, when he goes to Milwaukee, an ad should run that is headlined "Milwaukeeans want to know, Senator McGovern, what are you going to do about your promise about \$1,000 for everyone?" or, "Senator McGovern, tell Milwaukeeans what your position is on amnesty."

2

Obviously this can't be done every time McGovern makes an appearance, but it should be done periodically.

2. Also, there is a need to tighten up on the media monitoring system. For example, Shriver was in Dallas last week and when he came into town, he led off by saying that he was a poor boy and couldn't afford the money we are spending to get on television. At that point, the three local Dallas stations leaped to their feet and announced that they would be delighted to have Sargent Shriver on for however long he would like to be on -- free. Shriver, however, did not respond to this. They then offered to go out and cover Shriver wherever he would be, which turned out to be a supermarket. The people on Shriver's staff said they did not know where his next appearance would be, that it would be a last minute appearance. A couple of the stations, nonetheless, found out where he was going that next morning and went there to cover him at the supermarket. In questioning the people at the supermarket, they found out that, first of all, Shriver had set up his visit to that supermarket three days in advance and, secondly, the lady who was going to be there had been given a list of prepared questions to ask Shriver. The television stations, subsequently, ran editorials on the fact that Shriver refused to accept free time.

All of this points out a hole in our media monitoring operation. One of the stations involved is Station KRLD in Dallas and apparently Clark MacGregor is giving them a call.

What the above means is that we need to check out our media monitoring system, particularly in Dallas, Texas.

LH:kb:LH:car

September 12, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: L. HIGBY  
SUBJECT: Campaign Press Procedures

I have attached the recent memo the President sent you plus all the backup from previous memos he'd sent you regarding handling the press during the campaign.

Ziegler indicates that he has been covering the points made in the two Presidential memos verbally, but frankly I'm not confident of how much he has done.

You indicated that you wanted to call the group together to get this problem handled and I would suggest that you do it as soon as possible.

Option I: Today at 12:00 Noon would be a good time for the meeting. I would recommend the following be in attendance:

Ehrlichman	Buchanan
Ziegler	Scali
Colson	Safire
Klein	Stuart
Clawson	Abrahams

Option II: or the group of:

Klein	Ziegler
Ehrlichman	Colson

\_\_\_\_\_ Option I \_\_\_\_\_ Option II

HH/ In addition I checked on the other point raised in the President's memo of the vicious handling of Tricia when she was up to open the headquarters. No one is aware of any vicious handling that took place of Tricia. The problem is that the press were put right up next to her at the headquarter's opening. The general advance was a disaster and she consequently could not see the people, nor be heard because the microphone was not working properly.

LH:mco

September 12, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: L. HIGBY  
SUBJECT: Ehrlichman Request for Polling  
Materials

The attached has been held pending some work that Gordon Strachan has been doing for you on the polling analysis.

Now the following information comes to light that leads to the fact that you should sign the memorandum at Tab A.

1. We will have the necessary materials on board or available by phone for anything that is necessary in the polling field.
2. Ehrlichman and his staff already have access to all the material with the exception of the trial heats. If you want to give him this, you can do so.

Give Ehrlichman trial heat  
information

Sign memo at Tab A

Attachment

LH:mco

~~CONFIDENTIAL~~

September 8, 1972

MEMORANDUM FOR : H. R. HALDEMAN  
FROM : L. HIGBY  
SUBJECT : Peterson Query on Additional  
Lou Harris Polling

Pete Peterson called raising the question of whether or not any additional work should be done with Lou Harris and his polling apparatus.

He's receiving pressure from Colson to have Harris do additional surveys at the cost of \$55,000 per survey.

Personally, Peterson favors slowing down on the amount of business that he's giving Harris and spacing them out to one a quarter so that they don't look like they're all campaign oriented.

He makes the point that doing more than this heightens, considerably, the opportunities, or chances for an explosion here that he doesn't want to see happen.

He wanted to make sure with you that there wasn't any problem in him dealing with Colson in this matter before getting back directly to Colson.

As to the report itself, copies were sent to Ehrlichman, Weinberger, Colson and Rumsfeld for information. The report did not go in to the President.

     Tell Peterson to use his own judgment

     Cooperate completely with Colson and  
give Harris all that Colson suggests

LH:pm

811 ✓  
September 8, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: L. HIGBY  
SUBJECT: Nixon Brothers Scandal

Dean has been on this since the information was first known to us. His best information indicates it does not involve the Nixon brothers but is part of the original grain scandal involving Eberly, Palmby, and Eberly's Assistant that we went through back during Eberly's confirmation.

Arrangements have been made to have a man at the site where McGovern will be making his announcement at 11:00 a.m. this morning.

September 6, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

LARRY HIGBY

SUBJECT:

Leaks/Evans-Novak Column

Jeb Magruder called me back and said that he had talked with Al Abrahams over at the Committee. Abrahams confirmed to Novak the first three paragraphs of the article. Novak had apparently talked to Dole's office first and received some information regarding the fact that there was a problem with the release. It was supposed to have been made simultaneously, but apparently was not because of the Committee's reluctance to release. While Magruder hedged, he indicated that Abrahams had generally "given the information in the first three paragraphs to Novak, by way of confirmation." He indicated that Novak already had the basic story.

To make a long story short, I have attached several recent Evans and Novak columns, plus two articles that you were concerned about, one by Lou Cannon on the Surrogate Operation and another on the Ethnic Operation.

I think, once again, it would be a good idea for you to sit down, perhaps in Ziegler's presence, with MacGregor, Colson, and Magruder and get this thing hammered out once and for all. You also might want to include Malek, in light of the fact that he's basically in charge of the whole Voter Bloc groups.

LH:car

September 5, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: L. HIGBY  
SUBJECT: Revised Advertising Strategy

Dailey and his group were already in the process of reevaluating our advertising strategy. They plan to wait until after we receive our next batch of poll data (September 16) before making any final hard decisions. McGovern's advertising will start September 12th.

We should hold for now in doing any general, national advertising, including mailings. We should take a look at some of the states where we are behind and consider doing our strong Democratic advertising, hitting McGovern in those states.- Wisconsin, California (in San Francisco), Ohio (in Cleveland area), Michigan and Oregon.

With the tremendously high ASI ratings they received, we should consider showing the documentaries early in the campaign. This is based on the premise that we are receiving good coverage of Richard Nixon as President.

THE WHITE HOUSE  
WASHINGTON



September 5, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: L. HIGBY  
SUBJECT: Revised Advertising Strategy

Dailey ~~indicated to me that he~~ and his group were already in the process of reevaluating our advertising strategy. They <sup>Plan to</sup> ~~see waiting~~ until after we receive our next batch of poll data (September 16) before making any final hard decisions. ~~Their~~ ~~best information indicates that~~ McGovern's advertising will start September 12th.

~~It is their general feeling that now~~ <sup>W</sup> we should hold for now in doing any general, national advertising, including mailings. We should take a look at some of the states where we are behind and consider doing our strong Democratic advertising, hitting McGovern in those states. —

~~The states Dailey is talking about include~~ Wisconsin,  
California (in San Francisco), Ohio (in Cleveland area),  
Michigan, and Oregon.

~~Pete also indicated that~~ with the tremendously high ASI  
ratings they received, we should consider showing the  
documentaries early in the campaign. This is based on the  
premise that we are receiving good coverage of Richard Nixon  
~~being~~ President. ~~The more we can show the documentaries, the~~  
~~more we will show Nixon as President. Some of the commercials~~  
~~do, but they appeared as commercials that make the President~~  
~~look like a candidate. Pete will have more on this subject Friday.~~

THE WHITE HOUSE

WASHINGTON

September 5, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: L. HIGBY  
SUBJECT: Revised Advertising Strategy

Dailey indicated to me that he and his group were already in the process of reevaluating our advertising strategy. They see waiting until after we receive our next batch of poll data (September 16) before making any final hard decisions. Their best information indicates that McGovern's advertising will start September 12th.

*At this time*  
~~Their~~ general feeling ~~is~~ that now we should hold ~~back~~ *for now* in doing *any* ~~our~~ general ~~at~~ national advertising. We should take a look at some of the states where we are behind and consider doing our strong Democratic advertising, hitting McGovern in those states.

~~We would hold off on all of our other national advertising, including mailing.~~

The states Dailey was <sup>in</sup> generally talking about ~~are~~ <sup>Michigan</sup>  
 Wisconsin, California (and in ~~the~~ San Francisco),  
 Ohio, (in ~~the~~ Cleveland area) Michigan & Oregon,

Pete also indicated that with the tremendously high ASI  
<sup>we should consider showing the documentaries early in the</sup>  
 ratings, <sup>they received,</sup> ~~one of his basic conclusions was that we're getting~~ <sup>campaign</sup>  
 good coverage of Richard Nixon being President and the  
<sup>the more we will</sup>  
 more we can show the documentaries, shows Nixon as  
 President. Some of the commercials do, but either way  
<sup>make up the President look</sup>  
 they appeared as commercials that ~~are~~ <sup>like a candidate's</sup> contrasted directly  
~~to McGovern.~~ Pete will have more ~~to us~~ on this subject  
 this Friday.

*This is based on  
 the premise that  
 we are receiving*

September 14, 1972

MEMORANDUM FOR: WILBUR JENKINS

FROM: L. HIGBY

Attached is a check to cover a portion of personal expenses for the attached bill at the Balboa Bay Club. Please cash this check and put it into your accounts and then forward a check to cover the entire amount to the Balboa Bay Club.

Attachments

LH:kb

*Please add up all related charges*

STATEMENT

No. 11286

ROOM NO.	LAST NAME	FIRST	NO. PERS.	RATE
				7.77
IN	ADDRESS			OUT
CITY & STATE				
SPONSOR NAME		CLUB NO.	WHO PAYS	

PLEASE RETURN THIS PORTION WITH YOUR REMITTANCE

MEMO	DATE	EXPLANATION	CHARGES	CREDITS	BAL. DUE
1					
2	JUL-1-72	FOOD	* 25.10		
3	JUL-1-72	BAR	* 9.50		* 34.60
4	JUL-1-72	BAR	* 6.90		* 41.50
5	JUL-1-72	ROOM	* 17.50		
6	JUL-1-72	TAX	* 0.88		* 59.88
7	JUL-2-72	PHONE	* 0.18		* 60.06
8	JUL-2-72	BAR	* 1.75		
9	JUL-2-72	BAR	* 7.00		* 68.81
10	JUL-2-72	LIQST	* 1.35		
11	JUL-2-72	LIQST	* 3.00		* 73.16
12	JUL-2-72	ROOM	* 17.50		
13	JUL-2-72	TAX	* 0.88		* 91.54
14	JUL-3-72	PHONE	* 0.15		
15	JUL-3-72	SPA	* 1.00		* 92.69
16	JUL-3-72	BAR	* 5.75		* 98.44
17	JUL-3-72	ROOM	* 17.50		
18	JUL-3-72	TAX	* 0.88		* 116.82
19	JUL-4-72	LIQST	* 1.35		
20	JUL-4-72	APP.SP	* 4.20		
21	JUL-4-72	PHONE	* 0.18		
22	JUL-4-72	FOOD	* 1.00		
23	JUL-4-72	FOOD	* 1.50		
24	JUL-4-72	FOOD	* 1.65		* 126.70

REMARKS

PLEASE PAY LAST AMOUNT THIS COLUMN

32  
 45.95  
 33.98  
 26.48  
 2.60  
 -----  
 109.01  
 25.10  
 -----  
 134.11

**BALBOA BAY CLUB**  
 1221 W. COAST HIGHWAY  
 NEWPORT BEACH, CALIFORNIA 92660  
 (714) 548-2211

45.95  
 total

721 HICBY Lawrence 2/17.50  
 ROOM NO. LAST NAME FIRST NO. PERS. RATE

STATEMENT

IN ADDRESS 7/17 OUT

CITY & STATE

No. 11286  
 #2

SPONSOR NAME STEVENS CLUB NO. 008 BILLING WHO PAYS

PLEASE RETURN THIS PORTION WITH YOUR REMITTANCE

MEMO	DATE	EXPLANATION	CHARGES	CREDITS	BAL. DUE
1					* 126.70
2	JUL-4-72	ROOM	* 17.50		
3	JUL-4-72	TAX	* 0.88		* 145.08
4	JUL-5-72	MISC.	* 0.85	2	
5	JUL-5-72	FOOD	* 17.01	17.01	* 162.94
6	JUL-5-72	ROOM	* 17.50	1.00	
7	JUL-5-72	TAX	* 0.88	1.35	* 181.32
8	JUL-6-72	SPA	* 1.00	1.31	* 182.32
9	JUL-6-72	REC	* 2.75	2.30	* 185.07
10	JUL-6-72	ROOM	* 17.50	3.70	
11	JUL-6-72	TAX	* 0.88	4.60	* 203.45
12	JUL-7-72	LIQST	* 1.35	2.71	
13	JUL-7-72	LIQST	* 1.31		* 206.11
14	JUL-7-72	ROOM	* 17.50		
15	JUL-7-72	TAX	* 0.88	33.98	* 224.49
16	JUL-8-72	BAR	* 2.30		
17	JUL-8-72	MISC.	* 1.10		* 227.89
18	JUL-8-72	ROOM	* 17.50		
19	JUL-8-72	TAX	* 0.88		* 246.27
20	JUL-9-72	BAR	* 3.70		
21	JUL-9-72	BAR	* 4.60		* 254.57
22	JUL-9-72	ROOM	* 17.50		
23	JUL-9-72	TAX	* 0.88		* 272.95
24	JUL 10-72	LIQST	* 2.71		* 275.66

REMARKS

PLEASE PAY LAST AMOUNT THIS COLUMN

\* 275.66

JUL 10-72 8

BALBOA BAY CLUB

1221 W. COAST HIGHWAY  
 NEWPORT BEACH, CALIFORNIA 92660  
 (714) 548-2211

721 Higby, Lawrence 2/17.50  
 ROOM NO. LAST NAME FIRST NO. PERS. RATE

7/17  
 IN ADDRESS OUT

CITY & STATE

Stevens GC-8 spec billing  
 SPONSOR NAME CLUB NO. WHO PAYS

STATEMENT  
11286

No. 3

PLEASE RETURN THIS PORTION WITH YOUR REMITTANCE

MEMO	DATE	EXPLANATION	CHARGES	CREDITS	BAL. DUE
					★ 275.66
1					
2	JUL 10-72	ROOM	★ 17.50		★ 294.04
3	JUL 10-72	TAX	★ 0.88		
4	JUL 11-72	ROOM	★ 17.50		★ 312.42
5	JUL 11-72	TAX	★ 0.88		
6	JUL 12-72	ROOM	★ 17.50		★ 330.80
7	JUL 12-72	TAX	★ 0.88		
8	JUL 13-72	BAR	★ 5.20		★ 341.78
9	JUL 13-72	FOOD	★ 5.78	10.98	★ 341.93
10	JUL 13-72	PHONE	★ 0.15	6.80	★ 348.83
11	JUL 13-72	BAR	★ 6.90	4.60	
12	JUL 13-72	ROOM	★ 17.50		★ 367.21
13	JUL 13-72	TAX	★ 0.88	1.10	★ 369.96
14	JUL 14-72	MISC.	★ 2.75	2.90	
15	JUL 14-72	ROOM	★ 17.50		★ 388.34
16	JUL 14-72	TAX	★ 0.88	26.48	★ 389.89
17	JUL 15-72	MISC.	★ 1.55		★ 408.27
18	JUL 15-72	ROOM	★ 17.50		
19	JUL 15-72	TAX	★ 0.88		★ 413.97
20	JUL 16-72	BAR	★ 4.60		
21	JUL 16-72	MISC.	★ 1.10		★ 432.35
22	JUL 16-72	ROOM	★ 17.50		★ 435.25
23	JUL 16-72	TAX	★ 0.88		
24	JUL 16-72	FOOD	★ 2.90		

REMARKS \_\_\_\_\_

↑  
PLEASE PAY LAST  
AMOUNT THIS COLUMN

**BALBOA BAY CLUB**  
 1221 W. COAST HIGHWAY  
 NEWPORT BEACH, CALIFORNIA 92660  
 (714) 548-2211



September 20, 1972

MEMORANDUM FOR : BRUCE KEHRLI

FROM : L. HIGBY

Bob would like an update from you on what's happening with regard to Vermont Royster. Are we using him in any way? Have we been in touch with him? What's the problem, etc.

LH:pm

September 11, 1972

MEMORANDUM FOR :            BRUCE KEHRLI

FROM :                        L. HIGBY

I assume you'll have in today, your report on how Johnson and  
Humphrey handled expenses during their campaigns.

LH:pm

September 8, 1972

MEMORANDUM FOR :

BRUCE KEHRLI

FROM :

L. HIGBY

Have the pictures to the celebrities been sent out from the celebrities' reception held in San Clemente? You might want to check Bull on this.

LH:pm

September 6, 1972

MEMORANDUM FOR : BRUCE KEHRLI  
FROM : L. HIGBY

Since I haven't heard anything back from you et al, I'll check  
by memo - are we, or rather have we, mailed out the letters  
to the Democratic Chairmen?

Yes

No

LH:pm

82  
CP

September 27, 1972

MEMORANDUM FOR :           PAT McKEE  
FROM :                       L. HIGBY

I asked several days ago, for Kathy to get an application  
and a catalog from the University of Maryland to send to  
my brother. Will you please check on this?

Thank you.

LH:pm

September 25, 1972

MEMORANDUM FOR: CLARK MacGREGOR

FROM: L. HIGBY

Bob asked me to forward the attached to you for your information. He indicated that he would be sending over calls from time to time from Rose May Woods.

Attachment

LH:kb

September 21, 1972

MEMORANDUM

TO: Bob Haldeman

FROM: Rose Mary Woods



Paul Corley of American Liberty Oil Co. in Dallas called this morning with regard to the President's visit to Texas tomorrow.

He said he felt there were a great number of long time supporters and Republicans in Texas who are feeling somewhat miffed and ignored that the President is now making the second special trip down there for the Democrats.

He thinks it is great to recruit the Democrats and he is all for that, but he does feel very strongly that while the President is in Texas tomorrow he should make some kind of announcement that he is coming back to Texas before the election to visit with some key Republican people to placate some of the feelings of people who have been firm supporters over the years. He suggested the President could say, we are doing this for the Democrats who are supporting us but we are coming back to Texas and will have a meeting of comparable stature Republicans. He just feels that some effort should be made to maintain the good relationship the President has with the Republicans in Texas or the attention to the Democrats in Texas could boomerang and we could lose more than we could gain.

He said that Mr. Toddie Wynne, President of the American Liberty Oil Co., has an 8000 acre ranch 35 miles out of Dallas (10 minutes by Chopper from Love Field) and Mr. Wynne has offered this to the President on several occasions - any time he wanted to use it for a barbecue or whatever for 300 or 400 people.

Mr. Corley's telephone number is 214/742-4711.

*P.S. I would guess this is the same subject Jack Porter called about.*

22A  
September 22, 1972

Dear Mrs. Narva:

I talked to Mr. Haldeman and he asked me to relay to you his sincere thanks for your kind offer to use the Linden Hill tennis courts on Friday and Sunday evenings.

As you can imagine, right now it is very difficult to determine what our schedule will be, but we certainly will be in touch with you when the opportunity arises.

Best wishes,

Sincerely,

Lawrence M. Higby  
Administrative Assistant  
to H. R. Haldeman

Mrs. Rose Narva  
Linden Hill Motor Inn  
5400 Tooke Hill Road  
Bethesda, Maryland 20014

(NOTE: Pat McKee -- The Linden Hill Pent House number is 530-5709. Mrs. Narva will make arrangements anytime we want to go out there to play tennis.)

LH:kb

APU

1. Of the two Presidential candidates, whose policies do you believe provide our POWs with the best chance to return safely to the United States -- those of President Nixon, or those of George McGovern?

2. Do you agree with the charge made by Senator McGovern that the Administration's actions in the recent release of the three prisoners of war delayed their release and will endanger the release of other POWs?

LH:kb

WU  
September 11, 1972

MEMORANDUM FOR: KEN RIETZ

FROM: L. HIGBY

Bob recently received a letter from Mrs. Lillie Lou Rietzke, a prominent Republican in the Washington area. She and her husband have an estate called "Beaufort Park" in McLean, Virginia that they would be willing to open up for use for a youth rally.

Mrs. Rietzke is a long-time supporter of the President and Bob asked that you get in touch with her and discuss the suitability of using the facilities.

He's not suggesting that you need to hold a rally there, simply that you be in touch with her to see if anything can be worked out.

Address: Mrs. Rietzke  
1301 Georgetown Pike  
McLean, Virginia

LH:pm:LH:kb

September 6, 1972

MEMORANDUM FOR :

*Carol Ann*  
~~KATHY BACHMAN~~

FROM :

L. HIGBY

Find out how I register in Maryland first thing tomorrow morning.

LH:pm

SEPTEMBER 6, 1972

LARRY:

Below you will find the information concerning registering to vote in Montgomery County, Maryland. You must have proper identification of your name and your address with you when you go to register.

Here are the choices of places to go to register:

- 1) ELECTIONS OFFICE  
690 East Jefferson Street -- The rear side of the University  
Rockville, Maryland National Bank -- facing Richard  
Montgomery High School

Open 8:30 a.m. - 5:00 p.m. MONDAY - FRIDAY

- 2) At the following shopping centers:

- a. THURSDAY -- 7:00 p.m. - 9:00 p.m.

MONTGOMERY MALL  
Upper Level

WHEATON PLAZA  
Montgomery Ward's - 2nd Floor  
Woodward and Lothrop - 1st Floor

WHITE OAK PLAZA  
Sears Roebuck -- near the Credit Office

SILVER SPRING  
Hecht Company -- Coleville Road entrance

CHEVY CHASE  
Woodward and Lothrop -- lower level

- b. SATURDAY -- 12 noon - 6:00 p.m.

WHEATON PLAZA  
Montgomery Ward's - 2nd Floor  
Woodward and Lothrop - 1st Floor

MONTGOMERY MALL  
Upper Level

LARRY - Should you have any further questions - call 424-4433

THE WHITE HOUSE  
WASHINGTON

September 6, 1972

MEMORANDUM FOR :

*Card Am -*  
~~KATHY BACHMAN~~

FROM :

L. HIGBY

Find out how I register in Maryland first thing tomorrow morning.

- office of the Registrar  
County Court House - Bethesda  
or  
Cherry Chase

279-1000 - Montgomery Co. info.

Supervisors of Elections  
424-4433

Sat  
- 12 noon - 6  
Wheaton Mont 2nd fl  
Woodies 1st fl

Books open for  
registering / put citizen  
resident of Mon. Co.  
identif - current address

Chev Ch woodies  
lower level  
(There 7-9)

Mon - Fri 8:30 - 5:00  
Elections office - Rockville  
690 E. Jefferson St.

Mont Mall Sat  
upper level 2-6  
Wheaton Plaza  
Mont Ward 2nd fl.  
Woodies 1st fl.  
White Oak - 2nd fl.  
Beltsville - 1st fl.  
White Rockville Rd.

facing Rich Mont  
#2

univ hotel. Bank  
near side

already

September 30, 1972

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY

We need to make sure that the advertising agency is giving us a reaction to the commercials we ran this week.

Would you please get this put together and get it in to Bob on Monday.

LH:kb

obk  
September 30, 1972

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY

I want you to have someone in Orange County get in touch with Mr. John Taylor at either 714 640 1030 or 714 557 0784 to let him help out in the campaign in Orange County. He has an MBA from SC, very smart, about thirty years old, would be excellent in handling people, deals in major real estate operations on a pretty consistent basis so could be used in a finance capability and we should have one of our top people get in touch with him, indicating that they had heard from the White House that he would like to help out.

LH:kb

September 29, 1972

MEMORANDUM FOR : GORDON STRACHAN

FROM : L. HIGBY

To confirm our conversation from Air Force One yesterday regarding the Russian Spot commercials, let me say the following:

1. We are to take out the whole Tanya sequence and also the parts about friendship with the children, etc. from all our commercials and documentaries.
2. We are to emphasize instead, the bargaining that took place and how the United States was successful in bargaining with the Russians. The SALT signing.
3. We are to make the commercials have a much tougher, hard-line approach.

They are not to run again until the commercials have all been redone and Haldeman has had a chance to review them.

This same thing is true for The Nixon Years, The Nixon Record, Nixon the Man, etc., and whatever 15 or 30 minute programs we've done that include the Russian trip.

I'd like a complete listing from you as to what film properties we now have that these Russian materials appear in. I need a good reading on what the scope and magnitude of the situation is.

Make sure that Dailey and everyone else understands we are not to run Russia again until the new commercials have been done.

LH:pm:LH:pm

114

September 25, 1972

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY

We need to have this in today -- even if it means you calling Benham in Los Angeles. We should put together a plan that shows how we would take a national poll by telephone once a week as our own check against all the other polls that will be released. Bob thinks this is basically a good idea as does the President, but wants to see the plan before making a final decision. Please have this in today.

LH:kb

8744  
September 23, 1972

MEMORANDUM FOR : GORDON STRACHAN  
FROM : L. HIGBY

As you probably know, there was a big problem in Texas with the rumor either true or false that no material had been distributed in the state. John Ehrlichman was passing out bumper stickers and campaign buttons left and right to everybody, including the State Chairman.

This points up the problem that we really don't have our distribution system going right yet. I want to know every week from now on how many bumper stickers have been placed out by our kids and the bumper sticker blitz that is supposedly going on - what the amount of materials is that has been distributed to headquarters, not to just the states in general, etc. Let's really crack down on this area and tell them that Bob wants weekly reports from now on, beginning with the first report this Tuesday.

LH:pm

September 23, 1972

MEMORANDUM FOR : GORDON STRACHAN  
FROM : L. HIGBY

We need to get a better feel of what the long-range media plan is that is being developed at 1701. It's my understanding that we are planning to run the two documentaries on RN in the next week or two. Bob does not want them to be run, but he was not aware that we were planning this until Dwight mentioned it. Let's get the media plan for the balance of the campaign and then we can update it as we go along. Let's not be caught in another situation like we were on the Connally 5 minute spot. Let's know what's being planned, when that plan is changed what's being decided, etc. This is something that Haldeman can't just be informed of after an accomplished fact. It's something that he must be a part of in the decision making.

LH:pm

September 23, 1972

MEMORANDUM FOR :

GORDON STRACHAN

FROM :

L. HIGBY

I need a follow up report on what we're doing on flags. It's interesting since Clark MacGregor is apparently sent out a memo to his whole staff, that Magruder and MacGregor don't wear flags.

LH:pm

September 21, 1972

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY

I talked to Jeb this morning, but you may want to confirm with others over at 1701 -- the five-minute **Russlar** spot should run next week and then not again until after October 25th.

Also, the China spot should run the following week, after we run the Russia spot.

LH:kb

September 21, 1972

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY

Bob would like you to collect any and all polling data we have available on West Virginia, Massachusetts, and Rhode Island.

LH:kb

September 19, 1972

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY

We should start figuring out where we should use the Mamie Eisenhower film. For one thing, we should get prints of it and have it distributed for use at Republican women fund-raisers, etc. Also, I believe it is to be used as a commercial.

LH:kb

Julia

shld use Mamie film  
Rep. women fund raisers - etc.  
get prints. - fund raiser. get out  
film on commercial.

---

Explain the thing. - included.

September 18, 1972

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY

To reveiw our outstanding matters --

You are going to try to get the political matters memo in today and also a comment in during the next two days as to when we should next be polling.

You also indicated there would be a follow-up report on Saturday's activities, probably this Wednesday.

LH:kb

September 14, 1972

MEMORANDUM FOR: GORDON STRACHAN  
FROM: L. HIGBY

Several odds and ends that you should follow-up on --

1. We need to get the Connally spot as soon as possible.
2. I want you to ride Magruder every day until we get somebody on Shriver. We need these reports coming in.
3. As I indicated to you, the Soviet commercial is not to be used. This is the five-minute spot of the President's trip to the Soviet Union. Bob wants to see it as soon as possible. He also wants to see the two Connally spots, as you know.
4. Make sure that Ehrlichman's polling fellow understands that he will get all the polling data from Wave III as soon as it is available, with the exception of the Trial Heat data which no one will get.

LH:kb

September 12, 1972

MEMORANDUM FOR: MIKE SCHRAUTH  
FROM: L. HIGBY

Asa Call called Bob Haldeman today raising some questions regarding the dinner to be held in Los Angeles. I explained to him that Bob was not involved in this dinner but that someone probably would be able to help him out on the two specific questions he raised. They are:

1) He would like a list of names that the White House would like to make sure are invited to the dinner. This would be people like Governor Reagan, etc. He feels that most of these people have been invited but simply wants to make sure that that is the case. You may want to check with Rose Woods and give him a call back. His number is Madison 51211. If he is unavailable, you should speak to Mrs. Hill who is in his office.

2) He raises the question of whether Mrs. Nixon should sit at the same table as the President, or if it is okay to seat them at separate tables. He wants to do whatever is correct protocol-wise.

He mentioned also the fact that while everybody will be seated at tables, Cope has insisted that there be a dais; therefore, the guests will be moved up on a dais after dinner. I don't know if that means anything to you but I am simply passing it along.

cc: Dwight Chapin

LH:mco

September 12, 1972

MEMORANDUM FOR :

GORDON STRACHAN

FROM :

L. HIGBY

As you know, one of the items discussed was having Agnew sandwiched in right before or right after McGovern on several appearances. I'd like to know what's been done on this next Monday. In other words, look at how we scheduled Agnew this week and then tell me how this "sandwich" concept is working.

On a different subject - what are we doing, if anything, in putting ads in newspapers when McGovern hits town?

LH:pm

JPH  
September 11, 1972

MEMORANDUM FOR : GORDON STRACHAN  
FROM : L. HIGBY

A gal who would be sensational in helping us out in the Orange County area is Mrs. Peggy Gazi. Kathy has her address. She's an excellent worker, a real go-getter, and someone we should definitely try to get on board. Rather than having this handled in the usual low-key manner, I'd like a little more higher approach made to her, just to see if she is interested. She'd be a real plus if we can get her on board.

LH:pm

September 6, 1972

MEMORANDUM FOR :

GORDON STRACHAN

FROM :

L. HIGBY

Another thing I never heard back from you on was the 104%  
on Question No. 20 of the poll. What was the correct figure?

LH:pm

September 6, 1972

MEMORANDUM FOR : GORDON STRACHAN  
FROM : L. HIGBY

A couple of more minor points to show how we are not tracking and following up properly. Chapin is now sitting here on the airplane with the ASI materials, yet you, who are supposed to be in charge of Haldeman's political operation, have been unable to get them to us.

Also, apparently advertising information is now going from Chapin to Haldeman. At least, Phil Joanou is sending information over regarding McGovern's advertising strategy. Once again we're beat to the punch here and there's absolutely no goddamn excuse for it! Let's find a way to get screwed together and get this thing on track in our direction. We have the power, we have control of the resources, let's get the information delivered.

LH:pm

174  
September 6, 1972

MEMORANDUM FOR :           GORDON STRACHAN  
FROM :                       L. HIGBY

What is the situation on the McGovern commercials? When will we have a reading on these?

On a different subject, we should try and work up some ways of playing up the concept of the new majority. This is a good slogan and we ought to be trying to use it. You should also make sure that this is mentioned to Price.

On another subject, do we have any billboards in our advertising plans? I need to know this right away.

LH:pm

September 6, 1972

MEMORANDUM FOR : GORDON STRACHAN  
FROM : L. HIGBY

I don't know how you want to get this handled, but it is to be handled immediately some way. There's a fellow named Woodson who works for Dole apparently over at the RNC. He is the RNC representative for a lot of events that the President participates in. He is not, repeat not to show up at any more of the Presidential events. Will you please make sure that this is done.

Maybe Magruder is the one to handle this, but either way Woodson is not to travel where the President travels from now on.

LH:pm