

Richard Nixon Presidential Library  
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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>
19	7	9/2/1970	<input type="checkbox"/>	Campaign	Memo	From: Rita Hauser To: John Mitchell and H.R. Haldeman RE: Lindsay and Gardner. 2 pgs.
19	7	8/31/1970	<input type="checkbox"/>	Campaign	Memo	From: Nick Ruwe To: H.R. Haldeman, H.G. Klein, and R.H. Finch RE: Campaign '70 Status Report. Includes description of different tabs A-D. 11 pgs.
19	7	8/7/1970	<input type="checkbox"/>	Campaign	Memo	From: Herb Klein To: H.R. Haldeman RE: Campaign Scheduling Operation and Related Points. 2 pgs.
19	7	8/7/1970	<input type="checkbox"/>	Campaign	Memo	From: Dick Howard To: H.R. Haldeman RE: An Outline of the Campaign '70 scheduling function. 4 pgs.

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19	7	7/23/1970	<input type="checkbox"/>	Campaign	Memo	From: Harry Dent To: H.R. Haldeman, Bryce Harlow, Bob Finch, Don Rumsfeld, and Murray Chotiner RE: An attachment evaluating the 1970 U.S. Senate campaigns. 9 pgs.
19	7	7/15/2970	<input type="checkbox"/>	Campaign	Memo	From: Larry Higby To: H.R. Haldeman RE: Amount of money received from the O'Brien broadcast. 2 pgs.
19	7	7/15/1970	<input type="checkbox"/>	Campaign	Memo	From: Harry Dent To: H.R. Haldeman RE: Bush Polls in Texas and Virginia Democrat primary. 1 pg.
19	7	7/14/1970	<input type="checkbox"/>	Campaign	Memo	From: Harry S. Dent To: H.R. Haldeman and John Ehrlichman RE: Oregon voter registration for 1970 and 1968. 2 pgs.

CONFIDENTIAL

September 2, 1970

To: John Mitchell ✓  
Bob Haldeman

From: Rita Hauser

Re: Lindsay and Gardner

I had a drink last night with Dick Aurelio (Lindsay's manager) at his apartment, along with several other Reform Democratic types who showed up after I arrived. Key items:

1. Lindsay is very distrustful of and disturbed by the Gardner movement. Aurelio has seen Howard Stein several times in an effort to dissuade him from financing Gardner, but to no avail. Several of the Reformers noted how popular Gardner was with their crowd as well as with liberal New York Republicans. They all discount Ramsey Clark as worthless in terms of the national scene.

All concerned had no doubt at all that the Presidency is what is behind the Gardner movement, and Lindsay apparently shares this view.

2. Aurelio noted that several reporters have talked directly to Gardner on his movement, and they all feel, according to Aurelio, that Gardner is very much interested in running. He won't say yes, but he clearly doesn't say no. He engages in much speculation about how an "outsider" could win a nomination. It is not clear that Stein, Gardner and Company know which Party is in question or whether this is a third party item. Further good plant stories on Gardner in the national magazines were expected.

\*\*\*

On the pure Lindsay front, I have heard from good authority that the Democratic prospect is dimming. Lindsay people around the country are getting a poor reading on him in terms of blue collar and Labor support, and Lindsay is said to be fearful of entering

the Democratic primaries against Muskie, who is now sure to be entering all of them. Best bet is that Lindsay will try to stay neutral between Goldberg and Rockefeller largely because Goldberg is not running well. Aurelio still talks mainly in terms of the end of the two party system, Lindsay's appeal to the dissenters, Blacks, etc., and it is here that Gardner cuts in.

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I find it hard to see Gardner getting substantial political strength, although he may well get newspaper and intellectual support. If our assessment is that Lindsay still has potential, then I think we ought to spread the line that Lindsay backers are moving toward Gardner, that the luster is off Lindsay, etc. I think we can use the Gardner movement to our advantage for the very reasons Lindsay is fearful of it.

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON



DETERMINED TO BE AN  
ADMINISTRATIVE MARKING  
E.O. 12065, Sec. 1.4 C-102  
By BJ

August 31, 1970

CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN  
H. G. KLEIN  
R. H. FINCH

FROM: NICK RUWE NR

Campaign '70 Status Report

I now have, as part of the scheduling unit both Dick Howard and Ed Barner. I may need one more person, but I will decide this later, depending on how we are able to function during the next few weeks.

We have established an effective liaison with all of the principals with the exception of the Attorney General. We are still not able to get answers out of his office. We are receiving the schedules of the sub-Cabinet Officers in all of the Departments to review for political significance. We have also contacted most of the campaign managers in the key states and discussed their plans and how we can assist them in their objectives.

Tab A is a brief summary of significant completed events. Some of these we arranged entirely and the others were developed around non-political speaking engagements.

Tab B is a partial listing of events we are presently working on. We made an attempt to schedule as many Cabinet Officers as possible into events during the two weeks following Labor Day, but we have run into some reluctance by campaign managers because of a lack of time to set up something worthwhile.

Tab C is a listing of the key states and the priorities as we understand them -- a (1) meaning first priority, a (2) being second priority, etc. Please notify us by Thursday of any changes you feel should be made in the priority ratings so we can adjust our scheduling operations. H note  
+ this -  
L

Tab D is a sample of the political briefings we are supplying to the Cabinet Officers. (Item #1 in Magruder's memo dated 8/21) We have worked out an arrangement with The RNC to provide us with these briefings on an as-needed basis.

Tab E includes the speech materials we obtained from Jim Keogh. (Item #2 in Magruder's memo) We plan to distribute these materials on Thursday unless we hear differently from you.

I apologize for the size of this report. It will be much smaller in the future.

COMPLETED EVENTS

- 8/12/70            Richardson - St. Louis, Missouri  
- American Bar Association  
- KMOX-TV - News Interview  
- Kickoff of Danforth Advisory Committee  
  on Retired People
- 8/20/70            Romney - New York City, New York  
- Fund raiser for Wold, Drop-by
- 8/20/70            Kennedy - Salt Lake City, Utah  
- Civic Club Luncheon  
- Provo Newspaper interview  
- Small Reception - opinion makers  
- Drop-by Ogden Newspaper  
- Fund raiser dinner with Burton
- 8/21/70            Blount - Cincinnati, Ohio  
- Backgrounders with Enquirer, Post and Star  
- "50-50" Club live TV - 1 hour and 30 minutes  
- Luncheon with Taft and Clancy  
- WLWT-TV (NBC) News interview  
- Post Office tour  
- News Conference  
- Reception and Dinner
- 8/24/70            Hickel - Portland, Oregon  
- Luncheon speech  
- Fund raising dinner  
- KGW-TV (NBC) 1 hour interview "View Point"
- 8/25/70            Romney - Baltimore, Maryland  
- \$250. Fund raising reception for Beall, Drop-by
- 8/27/70            Romney - Las Vegas, Nevada  
- Press Conference  
- Fund raiser for Raggio

SCHEDULING IN-PROCESS

9/10	Hickel	Minnesota
9/16	Stans	Minnesota
9/15	Kennedy	New Jersey, Connecticut, Delaware
9/17	Stans	South Dakota
9/17	Volpe	New Jersey
9/21	Finch	North Dakota
9/23-25	Hardin	California - North and South
9/23	Romney	Utah
9/29	Romney	New Jersey
10/1	Kennedy	Utah
10/3	Kennedy	Nevada
10/5	Kennedy	California
10/6-7	Volpe	New Jersey
10/8	Kennedy	Texas
10/9	Stans	California
10/16	Mitchell	Indiana
10/16	Stans	New Mexico
10/20	Kennedy	Florida
10/20-22	Romney	California
10/26	Romney	Florida
10/28	Kennedy	New Jersey
10/31	Richardson	Tennessee

KEY STATESPRIORITY RATING

Alaska	3
California	2
Connecticut	2
Delaware	3
Florida	Undetermined
Illinois	3
Indiana	1
Maryland	2
Michigan	3
Minnesota	2
Missouri	2
Nevada	1
New Jersey	2
New Mexico	1
North Dakota	1
Ohio	1
South Dakota	2
Tennessee	3* Brock wants very little outside help.
Texas	2
Utah	1
Vermont	3
Wyoming	2

August 28, 1970

SUBJECT: CALIFORNIA POLITICAL BRIEF

## I. THE STATE

The last part of the 1960's saw the Republican Party make substantial gains in political power in this state. Today only two Democrats hold major state-wide offices. One of them, Senator ALAN CRANSTON, won a narrow victory in 1968 as the result of a bitter primary battle that saw incumbent Republican Senator Tom Kuchel lose the nomination to Superintendent of Public Instruction MAX RAFFERTY. The party was not able to heal its wounds in time to prevent Rafferty's loss to Cranston in the General Election. In 1970, one United States Senate seat and all state-wide offices will be up for election and the Republican slate will be headed by one-term incumbents Senator GEORGE MURPHY and Governor RONALD REAGAN. California's thirty-eight Congressmen also stand for election this year with seventeen of these seats now held by Republicans.

## II. THE 1970 ELECTIONS

SENATE: Republican Senator George Murphy is involved in an uphill re-election battle for a second term. Murphy defeated industrialist Norton Simon in the June 2nd primary by more than 2 to 1 and now faces Southern California Congressman JOHN TUNNEY, age 35, and son of former boxing great, Gene Tunney, in the General election. Tunney defeated fellow Congressman George Brown in the primary with both candidates running strong anti-war campaigns. Senator Murphy is, of course, basing his campaign on his record emphasizing his strong support of the Nixon Administration to date and is following a vigorous campaign schedule to off-set opposition attacks that he is in poor health and too old to be running for re-election. A recent addition to Murphy's staff as campaign manager has been Bill Roberts (Phone 213 386-8000) of the Spencer-Roberts ad agency. Roberts helped manage Governor Reagan's successful 1966 campaign and it is hoped that he can shape the Murphy organization into a team capable of winning this tough race. Senator Murphy is extremely vulnerable and every effort must be made to insure that this vital seat is kept in Republican hands.

August 28, 1970

Page - 2

SUBJECT: CALIFORNIA POLITICAL BRIEF

Fortunately, Tunney's campaign is having difficulty getting off the ground, and for a change the Democrats are having a tough time raising sufficient campaign funds to launch the type of media campaign that has become standard in our largest state. Tunney is not receiving the financial assistance from such national sources as the Kennedy family and the Democrat National Committee that he was led to believe would be forthcoming following his primary victory. On top of that, Tunney is having organizational problems that came to light when several of his key northern California campaign committee personnel resigned recently. In addition there is a power struggle going on within the Democrat State Central Committee that is diluting their campaign efforts at this time. It is imperative that Republicans capitalize on Tunney's problems and keep the Murphy campaign in an offensive position right through election day.

GOVERNOR: Contrary to recent media reports, incumbent Republican Governor RONALD REAGAN has developed an effective campaign organization and is well on his way to re-election to a second term in Sacramento. The polls show support for the Governor holding quite steady since the first of the year even though his opponent, former Speaker of the California House JESSE (Big Daddy) UNRUH has, as expected, firmed up his own support since his Democrat primary victory over Los Angeles Mayor Sam Yorty. If the Governor maintains this strength until November he will greatly aid the re-election drive of Senator Murphy. The recent disclosure that former UCLA instructor and avowed Communist Angela Davis has been placed on the FBI's 10 most wanted list for her part in the Marin County murder of a prominent Judge by black militants has been a boost to Reagan's campaign since Unruh earlier publically supported Miss Davis when Governor Reagan had requested the Board of Regents to deny her employment at UCLA. Unruh has severe financial problems because of his refusal to support the past Democrat campaigns of former Governor Pat Brown and Presidential candidate Hubert Humphrey. Large numbers of Democrat "fat cats" and personalities have publicly announced their support for Reagan or are sitting this race out. Unruh so far has had to resort to a "shoe-string" campaign involving heavy reliance on volunteers and registration drives with minimum use of the various media.

CONGRESS: The present seventeen Republican Congressmen from California are expected to win their respective races and, in addition, Republican candidates are running strong challenge races in four current Democrat districts where the chances for success appear to be excellent. In the 17th District

August 28, 1970

Page - 2

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## SUBJECT: CALIFORNIA POLITICAL BRIEF

Republican Mike Donaldson will take on Freshman Democrat Congressman Glen Anderson while in the 24th District four term Democrat Congressman Richard Hanna will be challenged by Republican Bill Teague. In Senate Candidate John Tunney's 38th District, Republican State Legislator VIC VESEY will take on Tunney's Administrative Assistant DAVID TUNNO. Republican TOM MCMANN is waging a strong challenge to Democrat State Senator GEORGE DANIELSON for the seat that Democrat Congressman George Brown (29th District) gave up to run unsuccessfully for the Democrat Senate nomination.

STATE LEGISLATURE: Outside of the United States Senate race, the contest for control of the California State Legislature has great significance to the future of the Republican party on a national level. In 1960, Congressional District boundaries were redrawn by a Democrat controlled Legislature in such a way that in 1968 Republicans won only 45% of the Congressional seats contested but received over 54% of the Congressional vote. Following the 1970 census, California is in line to gain an additional six seats which will require a new redistricting by the State Legislature. If the Republican Party hopes to gain control of the United States House of Representatives in this decade, it is essential that redistricting following the 1970 census in such large states as California be carried out by Republican dominated Legislatures. Republicans currently maintain slim majorities of 21-19 in the Upper House and 41-39 in the Lower House of the California State Legislature. Half of the Upper House seats and all of the Lower House seats are up for election this year and enough of our Republican incumbents are presently vulnerable to Democrat challenges that these contests are a matter of real concern to party strategists.

## III. STATE REPUBLICAN OFFICIALS

The California State Central Committee operates one of the most effective political organizations in the country and is headed by State Chairman PUTMAN LIVERMORE. The State headquarters staff is run by Executive Director Ed DeBolt (phone 916 447-3337), an extremely capable and bright young politician who coordinates the state's successful Cal-Plan operation and executes the policies and programs of the State Central Committee. The California National Committeeman is San Rafael businessman TOM REED and the National Committeewoman is Mrs. ELEANOR RING from Coronado.

SUBJECT: CALIFORNIA POLITICAL BRIEF

#### IV. ADDITIONAL INFORMATION AND STATISTICS

**DEMOCRAT REGISTRATION:** The Democrats and COPE are pouring large sums of money and effort into a state-wide registration drive aimed at the labor segment in the south and the black liberal voting block in the northern part of the state. Although the numbers are not available yet, it is estimated that the Democrats are out registering us by as much as 3 to 1. The Republican State Central Committee is spending \$25,000 for special mailings to known Republicans that have changed their voting address and that have not re-registered since the last election. Republicans hope to add as many as 35,000 to the registration rolls with these mailings. The Democrat registration drive can seriously damage the re-election campaign of Senator Murphy and the prospects for maintaining Republican control of the State Legislature.

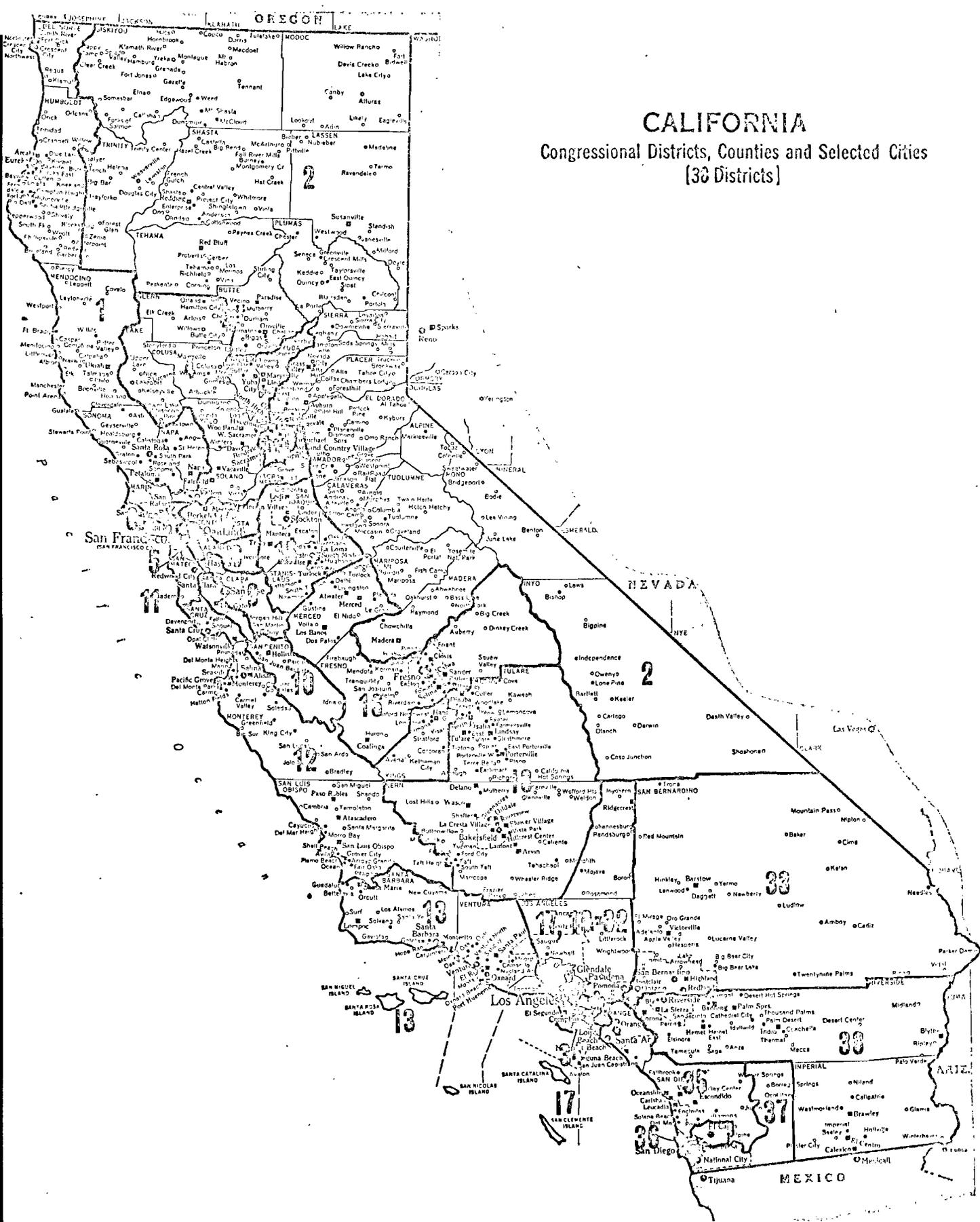
**ISSUES:** Both Senator Murphy and Governor Reagan are basing their campaigns on their records and emphasizing their strong stand for "law and order." Senator Murphy has been a consistent supporter of President Nixon's programs with emphasis on defense and anti-crime policies. Governor Reagan has received national acclaim for a consistent record of tough stands against campus riots and student radicals that have plagued his state for the past few years. Tunney and Unruh are vulnerable to a strong law and order campaign because of their past support of the so-called "new left" dissidents. The aerospace industry, a major employer in this state, has been hard hit by the recent business slowdown and reduction in defense spending. Unemployment, in southern California particularly, is widespread and the tight money problem is affecting the middle-class citizen that is interested in purchasing a home because of present exorbitant rental fees throughout the state. The Democrats are, of course, trying to place the blame squarely on the shoulders of Republicans but it must be pointed out that the massive defense cuts causing the current problems are a result of the liberal Democrats in the Congress supporting massive cuts in military spending.

CALIFORNIA

	1964	1966	1968
<u>LEGISLATIVE</u>			
<u>SENATORIAL</u>	(JOHNSON-D)		(NIXON-R)
REPUBLICAN	2,879,108 (40.8) <sup>1</sup>		3,467,664 (47.8)
DEMOCRAT	4,171,877 (59.1)		3,244,318 (44.7)
INDEPENDENT	6,601 (0.1)		487,270 (6.7)
OTHER			52,318 (0.7)
GOP PLURALITY	<u>-1,292,769</u>		<u>+223,346</u>
<u>ASSEMBLY</u>	(GEORGE MURPHY-R)		(ALAN CRANSTON-D)
REPUBLICAN	3,628,555 (51.5)		3,329,148 (46.9)
DEMOCRAT	3,411,912 (48.5)		3,680,352 (51.8)
OTHER	1,354 (0.02)		92,965 (1.3)
GOP PLURALITY	<u>+216,643</u>		<u>-351,204</u>
<u>HOUSE OF REPRESENTATIVES</u>			
REPUBLICAN	3,213,828 (47.1)	3,336,943 (53.1)	3,808,934 (54.4)
DEMOCRAT	3,609,315 (52.9)	2,937,862 (46.8)	3,085,320 (44.1)
OTHER	586 (0.01)	3,796 (0.1)	103,940 (1.5)
GOP PLURALITY	<u>-395,487</u>	<u>+399,081</u>	<u>+723,614</u>
<u>GOVERNORIAL</u>		(RONALD REAGAN-R)	
REPUBLICAN		3,742,913 (57.5)	
DEMOCRAT		2,749,174 (42.3)	
OTHER		11,358 (0.2)	
GOP PLURALITY		<u>+993,739</u>	

Figures in parentheses indicate percentages.

Source: 1964, 1966, 1968 Congressional Vote Statistics compiled by the Republican Congressional Committee, Washington, D. C.



# CALIFORNIA

Congressional Districts, Counties and Selected Cities  
(38 Districts)

THE WHITE HOUSE  
WASHINGTON

August 7, 1970

MEMORANDUM FOR H. R. HALDEMAN

FROM: HERB KLEIN *HK*

RE: CAMPAIGN SCHEDULING OPERATION AND RELATED POINTS

Prior to going on a brief vacation, Nick Ruwe and Jeb Magruder completed calls on all of the Cabinet officers to inform them of our Fall operation.

Attached is a memorandum to you from Dick Howard which outlines, in a general way, the overall scheduling operation. Your comment on it will be helpful.

In addition to the actual scheduling of personnel, we are coordinating with Jim Keogh and the National Committee to develop background material on races and we hope that Keogh's staff shortly will begin preparation of some basic speech material. The idea would be to provide our speakers with this material and then to augment this with a line of the day or a line of the week which would be prepared by Lyn Nofziger and relayed through our scheduling operation.

In addition to the points made by Dick Howard, we probably will put greater stress on the sub-Cabinet officers, as indicated here. It should be noted also that on occasion, Cabinet officers will be asked to speak in particular Congressional districts of note. This would be the exception. We expect to begin actual scheduling of dates upon Ruwe's return, providing we are in agreement on the plan outlined here. Some early dates already have been scheduled.

You will note on page 2 some reluctance of Cabinet officers to participate in fundraising programs. I think we should change this and will follow through with Bob Finch if the two of you agree.

I am sure the key senate states will be expanded to include such places as Nevada, for example. In addition to Howard and Ruwe, we expect to have Ed Barner, who is the professional manager of Billy Casper and other athletes and entertainers, come in on a voluntary basis with their expenses paid. He will report later this month. Nick feels he may need one additional advance-type person. We also are working on finding a strong person to head our celebrities committee. That scheduling in particular would be done by Barner.

cc: Robert Finch  
Donald Rumsfeld

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

August 7, 1970

MEMORANDUM FOR H. R. HALDEMAN

FROM: Dick Howard *DH*

The following is an outline of the Campaign '70 scheduling function:

OPERATING UNIT

1. Internal - The administrative operations will be coordinated by Ruwe and myself. We will meet weekly with an operating group including:

Chapin  
Chotiner  
Dent  
Magruder  
Minor

We expect to receive periodic policy guidance from the following and then we will schedule the principals accordingly.

Ehrlichman  
Finch  
Harlow  
Klein  
Rumsfeld and yourself

Approve  Disapprove

Each confirmed trip will include support from:

Snyder - TV and Radio  
Costello - Newspapers  
Keogh - Speech Material  
Chotiner or Dent - Political Briefing

Approve  Disapprove

2. External - We have now met with almost all the key speakers and have established a liaison officer in each Department. We also obtained from each principal; the states in which he felt he could be of value, the states in which he did not want to be involved, and his preferred method of campaigning. All of the Cabinet officers, except Romney and Stans have indicated they would prefer not to be the main speaker for fund raising dinners. The Attorney General has indicated he will not accept any fund raisers except for unannounced private reception drop-bys. Therefore, our resources are extremely limited in this area.

Approve ask Finch Disapprove \_\_\_\_\_

If disapprove shall Finch contact Cabinet members concerning the necessity of their doing fund raisers.

Yes \_\_\_\_\_ Other \_\_\_\_\_

SPEAKERS

We will schedule events for the following people:

-The Cabinet Officers excluding Rogers and Laird who we understand have been told not to campaign

Yes  No \_\_\_\_\_

-Key White House Staff including

- Finch
- Flanigan
- Klein
- Rumsfeld
- Shultz

Yes  Other \_\_\_\_\_

-And certain <sup>expand to max.</sup> sub-cabinet officers in special situations such as; Rosow, labor union events, etc.

Yes  No \_\_\_\_\_



2. Chotiner and Dent are identifying the priority Congressional Districts where some Executive Branch support may be required.

Both these lists are being periodically updated. All invitation and requests for speakers for events outside the established key states and Congressional Districts, unless they appear particularly significant, are being automatically declined or passed to the Speakers Bureau operation for normal handling.

Approve ✓ Disapprove \_\_\_\_\_

I would appreciate your comments on this outline.

*Excellent*

*Right on!*

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

Political  
file

July 23, 1970

TO: Bob Haldeman ✓  
Bryce Harlow  
Bob Finch  
Don Rumsfeld  
Murray Chotiner

FROM: Harry Dent *HD*

Attached is an evaluation on the 1970 U. S. Senate campaigns prepared by a former chairman of the Democratic Senatorial Campaign Committee. This was done on July 16.

July 21, 1970

CONFIDENTIAL

MEMORANDUM FOR HARRY S. DENT

From: Jack A. Gleason *JAG*

Attached hereto is a recent projection of the 1970 Senate campaigns. This was prepared by a former Chairman of the Democratic Senate Campaign Committee. It is not very encouraging, but then it is difficult to evaluate the quality of this paper.

Regards.

INCUMBENT  
SENATOR or SEAT

Senator Hiram Fong  
Hawaii

Senator Ralph Smith  
Illinois

Senator Roman Hruska  
Nebraska

Senator Charles Goodell  
New York

Senator Hugh Scott  
Pennsylvania

Senator Winston Prouty  
Vermont

DEMOCRATIC OPPOSITION

No reported opposition

Adlai Stevenson III  
State Treasurer

Frank Morrison, Former  
Governor

Congressman Richard L. Ottinger

Senator Wayne Sesler, Majority  
Leader of the Pennsylvania State  
Senate

Phil Hoff, ex-Governor (served  
three terms)

PRESENT OUTLOOK

Regarded as "safe." Primary date is October 3rd.

Young Adlai fits the Stevenson tradition well. He is expected to win the seat left vacant with the passing of Senator Everett Dirksen. Senator Smith was appointed to serve out the unexpired term of the late Senate Minority Leader. An early poll shows Stevenson in the lead.

Senator Hruska is viewed as the ultimate winner between these veteran campaigners. This will be former Governor Morrison's second try for a U.S. Senate seat. He was defeated by Senator Carl Curtis in 1966.

This contest could hinge on party pragmatism. The percentage of "crossover" voting by Republican voters to the Conservative Party candidate, James Buckley, and the possibility of a fusion trend among liberals to stay with Goodell is a vital imponderable for both candidates. Completing his third term in the House of Representatives, Ottinger will be a formidable opponent. This could be a tight contest.

When Minority Leader Hugh Scott was voting with G.O.P. Senate liberals, and the Democratic Majority, he apparently wasn't hurting his prospects for re-election. A leadership post in the Senate, and a liberal-moderate stance in general, makes Senator Scott a heavy favorite to win a third six-year term.

With the Republicans in pursuit of gaining the majority in the Senate, this state, along with Illinois, rates a high priority for upsetting incumbent opponents by Democratic party leaders. At this date, Senator Prouty is reported as the likely front runner. The national economic status could get Vermont in the Democratic column.

REPUBLICAN INCUMBENTS

1970 U.S. Senate Campaigns

INCUMBENT  
SENATOR or SEAT

Senator Ted Stevens  
Alaska

Senator Paul Fannin  
Arizona

Senator George Murphy  
California

Congressman William V. Roth  
(U.S. Senator John J. Williams  
announced retirement)  
Delaware

DEMOCRATIC OPPOSITION

State Senator Joe Josephson  
Wendell Kay, pre-statehood  
member of Legislature

Sam Grossman, 40 year old  
Phoenix rancher-builder  
Dr. John Kruglik

Congressman John Tunney

John D. Daniello, member of  
New Castle town council.

PRESENT OUTLOOK

Senator Stevens is expected to win. The threat of a late Senate adjournment can be troublesome.

This seat is classified as "safe" for the incumbent. Grossman has plans for an elaborate, and expensive campaign.

In the wake of Congressman Tunney's primary victory, early poll readings give Tunney a slight edge. The Republican effort in this state has a high priority in the battle for control of the Senate. The gubernatorial campaign between Jess Unruh, liberal Los Angeles Speaker for the Assembly, and Governor Ronald Reagan, coupled with the Senate contest, brings a significant philosophical showdown to the California electorate. Much will be read into the results as the national political parties look ahead to the 1972 presidential elections.

Congressman Roth is well ahead, according to current soundings, and should hold the seat for the G.O.P.

INCUMBENT  
SENATOR or SEAT

Senator Frank Moss  
Utah

Senator Harry F. Byrd  
(Running As "Independent")  
Virginia

Senator Henry M. Jackson  
Washington

Senator Robert Byrd  
West Virginia

Senator William Proxmire  
Wisconsin

Senator Gale McGee  
Wyoming

REPUBLICAN OPPOSITION

Congressman Lawrence Burton (R)  
Byron R. Rampton (R)  
Clyde B. Freeman, American  
Independent Party.

Ralph L. Garland (R)  
Clive Du Val (D)  
Milton Covin (D)  
George Rawlings (D)

Carl Maxey  
Spokane attorney

Unopposed

State Senator Gerald Lorge (R)  
State Senator Robert I. Johnson (R)  
James R. Long (R)  
John Erickson (R)

Congressman John Wold (R)  
Ernie Wilkerson (Independent)  
State Senator Mike Sviler (D)

PRESENT OUTLOOK

Recent polls have Senator Moss leading. Burton is due to win the G.O.P. primary with ease. Burton has support of Republican National Committee, and thus out-of-state campaign aides currently active in the state. Freeman's campaign is not expected to develop into a factor.

Senator Byrd is reported to have a commanding lead which will be whittled down, but not with enough significance to prevent his anticipated victory. On the subject of voting to organize the Senate, January, 1971, the Senator has remained silent. Rawlings won primary. Du Val may ask for Democratic primary runoff.

Senator Jackson is safe.

Senator Proxmire is expected to win convincingly.

Senator McGee's likely general election opponent is Congressman Wold. In the Democratic primary, Sviler is running as peace candidate. McGee's role as a Senate "hawk", and his Chairmanship of the Senate Post Office and Civil Service Committee is widely respected in Wyoming. McGee is favored to win.

INCUMBENT  
SENATOR or SEAT

Howard M. Metzenbaum  
Cleveland lawyer-businessman  
Ohio

Senator John Pastore  
Rhode Island

Senator Albert Gore  
Tennessee

Lloyd M. Bentsen, Jr.  
(defeated Senator Ralph  
Yarborough in Democratic  
Primary.)  
Texas

REPUBLICAN OPPOSITION

Congressman Robert Taft, Jr.

Rev. John McLaughlin, S.J.

Congressman William Brock  
Tex Ritter

Congressman George Bush

PRESENT OUTLOOK

Ohio political observers seem to look upon Congressman Taft as having too much in his favor. Currently, it appears the Congressman will occupy a Republican seat in the Senate, where his revered father held forth as one of history's great statesmen. The wealthy Metzenbaum, although new as a candidate, has established himself as a successful and venturesome political strategist. He managed the 1958 and 1964 upsets won by retiring Senator Young in Young's contests against Senator John Bricker and Congressman Taft. This year's primary win by Metzenbaum over John Glenn, America's first man in space, was his solo as a candidate. Observers credit an extensive, imaginative, and expensive television campaign as providing "quick identity" and the ultimate nomination victory. This race should have broad appeal for political scientists.

Safe for Senator Pastore

Here too is a clear separation on the vital issues. Senator Gore, campaigning diligently, when time away from the Senate permits, is the slight favorite, and appears to be improving. This is a "key" race from a standpoint of future trends in the Southern and Border states. Primary date is August 6th.

There is not much philosophical variance in this campaign. Bentsen, a Houston insurance executive, has the support of former Governor John Connally. Congressman Bush is the son of former Republican Senator Prescott Bush of Connecticut. Both are moderates. This test has promise of being extremely close. Bentsen has early lead.

INCUMBENT  
SENATOR or SEAT

REPUBLICAN OPPOSITION

PRESENT OUTLOOK

Senator Stuart Symington  
Missouri

John C. Danforth  
Attorney General

A fourth term for Senator Symington.

Senator Mike Mansfield  
Montana

Harold Wallace

Looks like another landslide for the Senate Majority Leader

Senator Howard Cannon  
Nevada

William Raggio

With token opposition from Allen Duzenburg in the primary, Cannon is a solid bet for re-election with a possible record total vote.

Senator Harrison A. Williams, Jr.  
New Jersey

Nelson G. Gross

Senator Williams' early preparation and the national issues (Viet Nam and Economy) could give him the Chairmanship of the Senate Labor Committee with a November victory. All reports have him winning.

Senator Joseph Montoya  
New Mexico

Anderson Carter

Senator Montoya is well ahead. Carter is a conservative making his first bid for high office.

Senator Quentin Burdick  
North Dakota

Congressman Thomas Kleppe

Senator Burdick is extremely attentive to the people of his state. He is favored to win.

INCUMBENT  
SENATOR or SEAT

REPUBLICAN OPPOSITION

PRESENT OUTLOOK

Senator Edmund Muskie  
Maine

Niel S. Bishop

It will be "Muskie for President" in Maine.

Senator Joseph Tydings  
Maryland

Congressman J. Glenn Beall

Perennial candidate, George P. Mahoney, has entered the Democratic primary. Anticipating an easy win over Mahoney, Tydings is favored for re-election.

Senator Edward Kennedy  
Massachusetts

Josiah Spaulding  
John J. McCarthy

Senator Kennedy should win comfortably.

Senator Philip Hart  
Michigan

Mrs. George Romney

Polls have Senator Hart with a good lead. The Senator is a heavy choice for a third term.

Vice President Hubert H. Humphrey  
Senator Eugene McCarthy  
(announced retirement)  
Minnesota

Congressman Clark MacGregor

The former Vice President appears headed for a return to the Senate. The national issues, particularly economics and Viet Nam, give Humphrey subjects for a series of campaign stump speeches.

Senator John Stennis  
Mississippi

Unopposed

DEMOCRATIC INCUMBENTS

1970 U.S. Senate Campaigns

INCUMBENT  
SENATOR or SEAT

Senator Tom Dodd  
Connecticut

Senator Spessard Holland  
(announced retirement)  
Florida  
(Primaries in progress)

Senator Vance Hartke  
Indiana

REPUBLICAN OPPOSITION

Congressman Lowell Weicker  
State Senator John Lupton

Congressman William Cramer  
Judge G. Harold Carswell

Congressman Richard L. Roudebush

PRESENT OUTLOOK

Senator Dodd has until August 31 to announce as an Independent. Hospitalized with a mild heart condition on the eve of the Democratic state convention last month, Senator Dodd's recovery has been satisfactory. The Democratic primary has Businessman Alphonso Donahue, Rev. Joseph A. Duffy and State Senator Edward Marcus. Donahue, backed by State Chairman John Bailey, won the Democratic State Convention nomination over Rev. Duffy and Senator Marcus. Senator Dodd withdrew from convention consideration. The present status of Senator Dodd, and five primary candidates, prevents a reasonable focus on the possible outcome.

Former Democratic Governor C. Faris Bryant should be an easy primary winner over House Speaker Fred Schulz, State Senator Lawton Chiles and Alece Hastings, Ft. Lauderdale attorney. The G.O.P. primary could develop into some semblance of an inheritance to the highly probable Democratic primary victor, Bryant, a middle roader. Cramer is the likely Republican nominee. Primary date: September 9.

Complete opposites on Viet Nam, with Senator Hartke, a longtime "dove", makes Indiana a focal point for the public trend on the issue. Reports of party harmony, and Senator Hartke's ability for waging vigorous campaigns, plus his high seniority ratings on Senate Committees has Hoosier appeal. Senator Hartke is favored.

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

July 15, 1970

MEMORANDUM FOR H. R. HALDEMAN

FROM : LARRY HIGBY

You asked me to determine quickly what the amount of money was that was received from the O'Brien broadcast. Attached at Tab A is an original memorandum from Chotiner giving his initial report on the subject.

Subsequent to this memorandum, Chotiner called me back to inform me that his people have also been able to find out that insiders indicate that the \$250,000 mentioned in the memo (Tab A) includes pledges - many of which are never collected. The actual amount of money collected for the O'Brien broadcast is somewhere between \$75,000 and \$100,000.

Chotiner adds that it was a low rated show between 5 and 6 million and that CBS reports that the mail response to this show has been very small.

THE WHITE HOUSE

WASHINGTON

July 14, 1970

DETERMINED TO BE AN  
ADMINISTRATIVE MARKING  
E.O. 12065, Sect. 1.0402  
By *ES* NARS, 10-28-82

CONFIDENTIAL  
EYES ONLY

FOR: LARRY HIGBY  
FROM: MURRAY CHOTINER

This is in reply to your memorandum of July 13.

My informant tells me that at a cocktail party last night HHH stated \$250,000 was received in response to the O'Brien television program on CBS.

At the same place, Mrs. Jerri Joseph, National Committeewoman from Minnesota, stated it was \$350,000.

My informant is trying to get more detailed information from the Democratic headquarters and I should have a further report this afternoon.

The Philadelphia Bulletin on July 8, 1970 stated that contributions of more than \$468,000 were received as a result of the telecast by the five Members of the Senate. The cost of time and production was \$70,000.



CONFIDENTIAL  
EYES ONLY

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

*HDP*

July 15, 1970

TO: Bob Haldeman

FROM: Harry Dent *HD*

With regard to Bush polls in Texas, here is a digest of two such polls and also a brief note from Bush himself. Attached also are the two polls; as you can see they are rather bulky, and they are the only copies Bush has. So, please let me have them back as soon as possible.

*polls returned to Dent 7/19*

With regard to the Virginia Democrat primary yesterday, it appears that the weaker and more liberal Democrat, Rawlings, may have won in a squeaker. Our poll shows Byrd - 50%, Rawlings - 15%, Garland - 20%. If it should be DuVal, the poll shows Byrd - 46%, DuVal - 23%, Garland - 17%. So, if our poll is correct as of July, when it was taken, Byrd looks like a bigger winner this way and a Republican is in second spot instead of third. This may mean, however, that Holton would have a more difficult time in breaking into the Black vote since Rawlings is rated very liberal.

THE WHITE HOUSE  
WASHINGTON



July 14, 1970

MEMORANDUM FOR

BOB HALDEMAN ✓  
JOHN EHRLICHMAN

Here are the Oregon voter registration figures  
as of May 22, 1970:

Republican	437,188
Democrat	562,189
Other	23,535

Harry S. Dent

THE WHITE HOUSE

WASHINGTON

July 14, 1970

MEMORANDUM FOR

BOB HALDEMAN  
JOHN EHRLICHMAN

As of November 1968 here are the registration and voting figures for Oregon:

<u>Registration:</u>	Republican	420,943
	Democrat	530,074

<u>Vote:</u>	Nixon	408,433
	Humphrey	358,866
	Wallace	49,683



Harry S. Dent