

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>
31	4	4/26/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to Strachan RE: memorandum attachments concerning various news reports. 5 pgs.
31	4	5/2/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to Haldeman RE: attached memo on Tom Girard's outlines for press plans. 2 pgs.
31	4	5/3/1972	<input type="checkbox"/>	Campaign	Memo	From Porter to Mitchell RE: Mrs. Agnew's appearances in Hawaii. 1 pg.
31	4	4/11/1972	<input type="checkbox"/>	Campaign	Memo	From unk. to Mitchell RE: 'appointees.' 5 pgs.

<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>
31	4	4/10/1972	<input type="checkbox"/>	Campaign	Letter	From Milbank to Strachan RE: electing a Republican President. 4 pgs.
31	4	4/14/1972	<input type="checkbox"/>	Campaign	Memo	From Marik to Mitchell RE: populism. 1 pg.
31	4	4/14/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: Special Congressional Election in the 27th Congressional District of Pennsylvania. 2 pgs.
31	4	4/17/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: results of a Mock Convention at the University of South Dakota. 4 pgs.
31	4		<input checked="" type="checkbox"/>	Campaign	Memo	From Flemming to Staff Receiving State Chairman List RE: attached latest updates to State Chairman List. 5 pgs.

<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>
31	4	4/15/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to Mitchell RE: request from Governor Ogilvie's Office. 40 pgs.
31	4	4/14/1972	<input type="checkbox"/>	Campaign	Memo	From Odle to Mitchell RE: attached weekly report. 9 pgs.
31	4	4/17/1972	<input type="checkbox"/>	Campaign	Memo	Author and recipient unk. RE: list of certified delegates to the 1972 Convention - New Hampshire. 3 pgs.
31	4	4/11/1972	<input type="checkbox"/>	Campaign	Report	Speech from Lee R. Nunn RE: fund raising. 23 pgs.

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 311

Folder: [Campaign 19 Part III March 29-May 17 Folder 2]

<u>Document</u>	<u>Disposition</u>
78	Return Private/Political Note, Magruder to Strachan, 4-26-72
79	Retain Open
80	Return Private/Political Note, Magruder to HRH, 5-2-72
81	Return Private/Political Memo, Porter to Mitchell, 5-3-72
82	Return Private/Political Memo, Magruder's Malle to Mitchell, 4-11-72
83	Retain Open
84	Retain Open
85	Return Private/Personal Ltr, Milbank to Strachan, 4-10-72
86	Return Private/Political Memo, Marik to Mitchell, 4-14-72
87	Return Private/Political Memo, Magruder to Mitchell, 4-14-72
88	Retain Open
89	Retain Open
90	Retain Open
91	Return Private/Political Memo, Magruder to Mitchell, 4-17-72
92	Return Private/Political Memo, Flemming to Staff... n.d.
93	Retain Open
94	Return Private/Political Memo, Magruder to Mitchell, 4-15-72
95	Return Private/Political Note, Higby to G.S., n.d.
96	Return Private/Political Note, "This is the first list..." 4-17-72
97	Return Private/Political Note, Nunn to Strachan, 4-19-72

April 26, 1972

6

MEMORANDUM FOR MR. GORDON C. STRACHAN

FROM: JEB S. MACRUBER

The attachments to the memorandum from Noelle Kantzer were: News & Issues, April 19, 1972, Report #94; News & Issues, February 1972, Report #W-87; Political Confidence, April 22, 1972, Report SPC-1; and Consumer Confidence, March 21, 1972, Report #876-T 167.

Inasmuch as Noelle was only able to pick up one set of the materials that were being handed out and, as stated in her memorandum, the White House subscribes to the Sindlinger reports, we have not forwarded copies to you. I did think, however, that you would be interested in her memorandum.

April 26, 1972

MEMORANDUM FOR THE HONORABLE JOHN N. MITCHELL

FROM: JEB S. MAGRUDER

SUBJECT: Sindlinger Press Conference

Van Shumway sent Noelle Kantzer, a member of his staff, to the Sindlinger Press Conference which was held on April 21, 1972.

Attached for your information is a memorandum from Noelle to Van giving a brief summary of the press conference.

Attachments

bcc: Mr. H. R. Haldeman

Committee for the Re-election of the President

MEMORANDUM

April 21, 1972

MEMORANDUM FOR: MR. DEVAN L. SHUMWAY
FROM: NOELLE KANTZER
SUBJECT: Sindlinger Press Conference

Sindlinger & Company, incorporated since 1948, takes daily economic and topical polls from 487 points around the nation. A computer makes a random sampling of people who represent a varied economic, educational, business stratum of the population and 320 interviews are carried on daily using WATS lines. Rural areas, small towns, larger towns and cities are included. The White House is among those subscribers to the weekly reports sent out by the company.

As to the accuracy of the polls, on the economic side, their forecasts as to the trend of the stock market which are made eight weeks in advance, are 85% correct. They seem to be objective and thorough, and they run the polls completely independently.

To briefly summarize a two hour press conference, as of April 6, the company added political questions about the Vietnam situation to those which they regularly asked on the U. S. economic situation. After a fifteen day study the following results were computed:

91% of the people in the United States are aware of the U. S. bombing in Vietnam. The public is "on top of the news" as far as knowing the daily headlines, etc.

40% are talking about the Vietnam situation on a daily basis.

20% of the population are Doves while the percentage of Hawks fluctuates in relationship to the news. This is generally between 15 and 35-40%.

The escalation of the war has brought on a militancy in males. 3% of the population even suggested using the A bomb in Vietnam.

McCovern has a potential appeal to 20% of the population which is caused to a great extent by his views on Vietnam.

Most people were against the Cambodia invasion because they didn't understand the issue. As a result, the popularity of President Nixon fell to an all-time low - 26.2%.

Most peace demonstrations have helped the President as the "silent majority" tends to sympathize with him, their apathy turns to solid support behind the President. The one main exception, however, was after the Cambodia invasion. Should any major demonstrations occur now, they would help the President's popularity at least temporarily. The U. S. general population is concerned, interested, and calm.

Sindlinger said, "I have never seen such a public shift of attitudes as has happened in the last fifteen days" (since the U. S. has begun bombing to protect the soldiers that are left in Vietnam.) For the first time, the general public is sympathetic towards the Vietnamese, rather than stereotyping them as lowly or dishonest people.

If the Vietnam situation should drag on, however, the public will lose interest or perhaps lose some of this sympathy. Something must happen to keep up their interest and support.

The majority of people say that "Russia needs us more than we need them." They are basically anxious for the President to go to Russia

As far as the campaign in general, Sindlinger said Wallace is right now the most popular Democratic candidate.

Keeping in mind that most voting is against someone or some issue, rather than for someone and that people who don't have a particular favorite candidate tend to refrain from voting, Wallace's main support is coming from the industrial mid-West and mid-East, the West Coast and he should do particularly well in the Pennsylvania and Michigan primaries. He appeals to the blue collar workers, union members and high industry areas.

Wallace's background on Hawkishness gives him popularity. Many people feel he would bomb the North Vietnamese extensively and end the war. Surprisingly, the Doves as well are giving him some support as they feel he can end the War. Wallace reflects "rebellion" from the present situation.

On the other candidates and the President the following was said:

Muskie was hurt most by the New Hampshire newspaper incident.

The public is upset about Kennedy's running away from the Chappiquidick incident.

The President's present level of approval from the American public is 48.5 % as of April 17, 1972.

"The one thing he's (Nixon) done is, he does not have charisma, but he's beginning to convince peopel he's a working President." If he doesn't dampaign, he can win. If he does, he could lose. This is according to Mr. Sindlinger and several other reporters in the room seemed to be nodding their heads in agreement.

Mr. Sindlinger also mentioned the McCracken resignation. He said it was due to Sindlinger's authoring an article attacking McCracken's optimism about the economy which was completely unwarranted and deceptive. McCracken got a 24 hour delay on the publishing to show the article to President Nixon and to tell him he was resigning on account of having to present such a misleading viewpoint to the American people.

I am enclosing the various written material which was handed out at the conference. Most of it can be ignored. However, please note the white question and polling sheets, the Political Confidence report and the April 19 News and Issues booklet. Tables 4, 5, 6 and 7 of the white News and Issues insert are of particular importance on the Vietnam subject.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

May 2, 1972

MEMORANDUM FOR: MR. H. R. ~~WILLIAMS~~ ^{WILLIAMS} EMAN
FROM: JEB S. MACGUDER

Attached for your information is a memorandum from Tom Girard outlining the press plans for covering the Indiana and Ohio primaries this evening.

Committee for the Re-election of the President

MEMORANDUM

May 1, 1972

CONFIDENTIAL

MEMORANDUM FOR: MR. DEVAN L. SHUMWAY
FROM: THOMAS E. GIRARD *Tow*
SUBJECT: Press Plan for Primary Night - May 2

There are four primaries on Tuesday: Alabama, District of Columbia, Indiana, and Ohio. The Indiana and Ohio contests are the only ones of interest to us.

Indiana

Pat Finneran, our Indiana press contact, will release a statement by our State Chairman, Will Hays. We will issue statements here by Senator Dole and Chairman Frank Dale. The Senator will be asked to stop by so his statement can be recorded for audio. Dale's will also be recorded from Cincinnati and Hays from Indianapolis.

Ohio

Since there is no state committee, we do not have a chairman to speak there. However, Dale's comments should suffice since it is his home state. Due to the political sensitivities in Ohio, we will not contact the two Republican senators, Taft and Saxbe.

The statements should again emphasize Democratic dissension, with references to the momentum of the two Georges (Wallace in Indiana and McGovern in Ohio.) Despite their momentum, we will point out that the President will win these two states as he did in 1968 regardless of whom the Democratic nominee is.

We will maintain a small staff here Tuesday night to monitor the wires, release the statements and to take phone calls.

cc: Mr. Jeb S. Magruder
Mr. Harry S. Flemming
Members of the press staff

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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MEMORANDUM

May 3, 1972

MEMORANDUM FOR: MR. JOHN N. MITCHELL
THROUGH: JEB S. MAGRUDER
FROM: HERBERT L. PORTER
SUBJECT: Mrs. Agnew's appearances in Hawaii

At your request, contact has been made with several people, including Bob Mardian and Senator Fong, regarding Mrs. Agnew's offer to help campaign for the President during her stay in Hawaii, May 12th, 13th, and 15th.

Specifically, Mrs. Carla Coray, Hawaii Republican State Chairman, is putting together several suitable events for Mrs. Agnew and is now in touch with Mrs. Agnew's office and, also, John Damgard of the Vice President's office. Those two offices will handle all security and advance arrangements for Mrs. Agnew's trip.

April 11, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR THE HONORABLE JOHN N. MITCHELL

SUBJECT: Appointees

Attached for your information are letters of acknowledgement and congratulations from Dan Todd to our first three State Chairmen of our Older Americans for the Re-Election of the President Committees.

Since the State Chairmen of our various voting blocs will be expending considerable effort with comparatively little recognition, Dan Todd suggested that you personally thank them, and has prepared the attached draft letter for your consideration.

In addition to these letters to the State Chairmen of the Older Americans for the Re-Election of the President, there are other voting bloc chairmen who might appropriately be thanked with personal letters from you. With your approval we will let key voting bloc directors and other senior managers know that they have this opportunity available to them and will continue to give you similar letters for your signature.

Approve _____ Disapprove _____ Comment _____

JEB S. MAGRUDER

FREDERIC V. MALEK

Attachments

~~CONFIDENTIAL~~

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

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

April 3, 1972

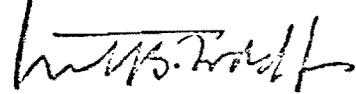
Dear Dr. Tompkins:

Church Williams has just informed me of your appointment as Chairman of the Iowa Older Americans for the Re-Election of the President Committee. Congratulations. I had sent Church a package of materials relative to our effort, and have enclosed a second set in case they were not passed on.

We look forward to working with you and will send you other materials as they are developed.

Please don't hesitate to call us if you have any questions or need any specific support. We'll be out to see you in person just as soon as things ease up here a bit.

Sincerely,



Webster B. Todd, Jr.

Dr. Clarence W. Tompkins
Friendship Haven
Fort Dodge, Ia. 50501

Enclosure

cc: Harry S. Flemming
Church Williams

Committee
for the Re-election
of the President

1701 PENNSYLVANIA AVENUE, N.W., WASHINGTON, D.C. 20006 (202) 333-0720

April 3, 1972

Dear Mr. Owen:

Bill Hays has just told me of your selection as Chairman of the Older Americans for the Re-Election of the President Committee. Congratulations.

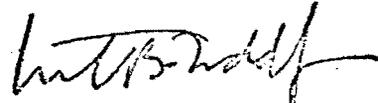
I have already forwarded to Bill a basic package of materials relevant to the campaign. Just in case he hasn't passed them along to you, I have enclosed another set.

We expect to have more detailed information on Demographics and some pamphlets specially oriented towards the elderly in the near future, which we will send directly to your attention.

I will be in personal contact shortly to set a visit with you and Bill to discuss, in detail, some of our other plans.

With all best wishes for a successful campaign.

Sincerely,



Webster B. Todd, Jr.

Mr. Frank Owen
2509 Brewster Drive
Indianapolis, Indiana 46224

Enclosure

cc: Harry S. Flemming
Bill Hays

Committee
for the Re-election
of the President

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

April 4, 1972

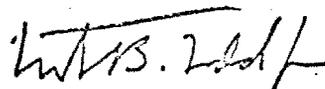
Dear Mr. Gass:

George B. Cook has just informed me of your appointment as Chairman of the Nebraska Older Americans for the Re-Election of the President Committee. Congratulations. I had sent George a package of materials relative to our effort, and have enclosed a second set in case they were not passed on.

We look forward to working with you and will send you other materials as they are developed.

Please don't hesitate to call us if you have any questions or need any specific support. We'll be out to see you in person just as soon as things ease up here a bit.

Sincerely,



Webster B. Todd, Jr.

Mr. Phillip A. Gass
241 South 89th
Omaha, Nebraska 68114

Enclosure

cc: Harry S. Flemming
George B. Cook, State Chairman

PROPOSED DRAFT LETTER TO STATE OLDER AMERICAN CHAIRMEN

Dear _____:

The Chairman of our (State) Committee for the Re-Election of the President, has informed me that you have agreed to serve as a Chairman of the (State) Older Americans Committee for the Re-Election of the President.

Successful marshalling of support of the elderly is an important part of our grass-roots Nixon Organization. You will be responsible for implementing some new campaign techniques, and your performance will help shape similar activities in other parts of the country during the coming months. For this reason, we urge that you give this program your closest attention. You will be responsible for the recruitment, selection and supervision of the precinct captains who will work under you. You will also be asked to keep your county and state chairman informed of your progress on a regular basis.

With the dedication of those like you in (State), I am confident that the President will be re-elected in November. Please accept my wishes for your continued success.

Sincerely,

John N. Mitchell

0

JEREMIAH MILBANK, JR.
310 FIRST STREET, S.E.
WASHINGTON, D.C. 20003

April 10, 1972

Dear Mr. Strachan:

I am writing to you personally to ask for your help in electing a Republican President this November.

As you know, in your own State of New York, there are 41 electoral votes at stake in the 1972 Presidential Election. And 41 votes could easily decide the election, one way or another.

What can you do to help win those votes for the election of a Republican President? The answer is that you can do a great deal--for elections are not won or lost on a vast national level, but in the combination of many hard fought statewide battles. Your support is urgently needed to help turn the tide toward a Republican victory in New York this November. A victory in New York will help assure a National sweep!

Your last contribution to the Republican Party is shown on the enclosed form. Because this is

a Presidential election year, as Chairman of the Republican National Finance Committee, I am asking all loyal Republicans like yourself to increase their annual contribution by 25% or more. I, therefore, ask that you make a contribution now of as much as possible.

Money received in April will be far more effective than money contributed late in the campaign. Won't you please make out a check now, while you have this request before you, and mail it today?

Thank you!

A handwritten signature in cursive script that reads "Jeremiah Milbank, Jr.".

Jeremiah Milbank, Jr.
Chairman, RNFC

P.S. Remember your contribution is tax deductible-- up to \$100 if you file a joint tax return.



Membership entitles you to receive FIRST MONDAY, the official monthly publication of the Republican Party and a membership card.

*If your contribution is for \$25 or more, you will also receive MONDAY, the weekly Newsletter of the Republican Party.

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310 First Street, S.E.

Washington, D.C. 20003





Mr. Gordon Strachan
The White House
Washington, D.C. 20500

75

JEREMIAH MILBANK, JR.
310 FIRST STREET, S.E.
WASHINGTON, D.C. 20003

Committee for the Re-election of the President

MEMORANDUM

April 14, 1972

~~CONFIDENTIAL~~

FOR: THE HONORABLE JOHN N. MITCHELL
THROUGH: JEB S. MAGRUDER
FROM: ROBERT H. MARIK
SUBJECT: Populism

It is becoming obvious that the strongest cluster of issues surfacing in the Democratic Primaries relates to Populism. That will most likely continue to be true in the general campaign.

I believe we have an opportunity to undercut the Democrats early on this point. The one prominent Republican with whom a Populist-oriented audience could identify is Spiro Agnew. Although he will not be active in the primary campaigns, he does maintain an active speaking schedule and continues to attract substantial media attention. He could forcefully address himself to the Populist issues the Democrats are raising and underscore the Administration's concern for the "little guy". In the process, it will be important that the Vice President avoid a running debate with the Democratic contenders. We would not want to present a partisan target to interfere with the bar room brawl the Democrats are having among themselves.

Recommendation

That you approve of this concept, and that the Vice President be consulted on its possible implementation.

Approve _____ Disapprove _____ Comment _____

You contact the Vice President directly _____

Jeb Magruder contact the Vice President's staff _____

Other _____

CONFIDENTIAL

April 14, 1972

CONFIDENTIAL

MEMORANDUM FOR THE HONORABLE JOHN N. MITCHELL

FROM: JEB S. MAGRUDER

SUBJECT: Special Congressional Election in the 27th
Congressional District of Pennsylvania

Attached for your consideration is a memorandum to Bob Marik regarding the special Congressional Election which will be held in the 27th Congressional District of Pennsylvania on April 25, the same day as the Presidential Primary in Pennsylvania.

Attachment

CONFIDENTIAL

Committee for the Re-election of the President

MEMORANDUM

April 13, 1972

CONFIDENTIAL

MEMORANDUM FOR: ROBERT H. MARIK
FROM: RICHARD L. FORE (RF)
SUBJECT: Special Congressional Election in the 27th
Congressional District of Pennsylvania

Pennsylvania 27 comprises the southern portion of Allegheny County, including part of the city of Pittsburgh and many of the more prosperous suburbs. The district had been represented by Congressman Fulton, a Republican who was elected in 1944. The special election will be held on April 25, the same day as the Pennsylvania Presidential Primary. The Democratic candidate, Walgren, is young (32 - 33) and attractive. The Republican candidate is Bill Conover, a Pittsburgh insurance executive.

As it stands now we will probably lose this Congressional race. The campaign is poorly organized and there has been a general lackadaisical attitude on the part of the candidate and his campaign manager Bob Craft. There appears to be no professional management involved. Max Rhome, a field man with the Congressional Campaign Committee, has been spending full time in the district. The financial situation also appears to be less than satisfactory.

It is almost too late to turn this race around. Professional help would have to be sent in immediately, and a good deal of money would have to be spent.

We either should go all out to help Conover or avoid any connection whatsoever. A loss here would provide a minor embarrassment to the President, as the seat has been Republican for such a long period of time.

CONFIDENTIAL

Committee
for the Re-election
of the President

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

*O
appeared
in
News
week*

~~CONFIDENTIAL~~

April 17, 1972

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL
FROM: JEB S. MAGRUDER

Attached for your information are the results of a Mock
Convention at the University of South Dakota on April 15,
1972.

Attachments

~~CONFIDENTIAL~~

Committee for the Re-election of the President

MEMORANDUM

April 17, 1972

MEMORANDUM FOR:

JEB MAGRUDER ✓
FRED MALEK

FROM:

KEN RIETZ

SUBJECT:

Mock Convention at the University
of South Dakota - April 15, 1972

Attached is a copy of the press release on the mock convention held at the University of South Dakota this past weekend. The President won 53.9% of the vote, followed by Senator McGovern, who received 41.8%.

The convention was sponsored by the Young Republicans and the Young Democrats of the University of South Dakota at Vermillion and was attended by more than 500 high school and college students from throughout South Dakota.

Attachment: 1

NEWS from the Committee for the Re-election of the President

1701 PENNSYLVANIA AVENUE, N.W., WASHINGTON, D.C. 20006 (202) 333-6920

FOR IMMEDIATE RELEASE
April 15, 1972

CONTACT: DEVAN L. SHUMWAY
(202) 333-7060
#4-13(14)

PRESIDENT NIXON WINS TEST VOTE IN SOUTH DAKOTA

VERMILLION, S. D., April 15 --- President Nixon defeated Senator George McGovern (D-S.D.) in his home state today in balloting at a mock convention attended by more than 500 high school and college students from throughout South Dakota.

The President won 53.9% of the 499 votes cast, followed by Senator McGovern, who received 41.8%.

The convention was sponsored by the Young Republicans and the Young Democrats of the University of South Dakota at Vermillion.

Commenting on the vote, Senator Bill Brock (R-Tenn.), Chairman of the Congressional Advisory Committee to the Young Voters for the President Committee, said that "these results like those in test elections held on campuses in New Hampshire, Florida, Wisconsin and California -- again demonstrate the strong support which the President enjoys among young people.

"Young people are appreciative of the President's record," Senator Brock continued, "his record on the draft, on an all-volunteer military service, on the 18-year-old voting age -- and they are demonstrating their endorsement of that record.

"This latest election reflects once more," he concluded, "the fact that in the primaries to come in the weeks and months ahead, and, of course, in the general election in November, the young people will

(MORE)

overwhelmingly help in providing the President with a substantial margin of victory."

Other candidates, who trailed President Nixon and Senator McGovern, and their votes totals are:

Connally	11
Wallace	4
Archie Bunker	2
Ashbrook	2
Muskie	1
Humphrey	1

Fourteen delegates were off the floor at the time of the voting and did not cast votes.

(END)

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

TO: Staff Receiving State Chairman List

FROM: Harry S. Flemming

Attached are the latest update sheets for your State Chairman list. Please remove old sheets and insert those attached. Any inquiries regarding this listing should be made to Betsy Callaway of my staff (Ext. 397).

*indicates entry not in previous listing, or change

April 17, 1972

~~CONFIDENTIAL~~

MARYLAND

Announcement date: December 15, 1972

HEADQUARTERS
OFFICE:

MARYLAND COMMITTEE FOR THE
RE-ELECTION OF THE PRESIDENT (301) 654-9110
* 7979 Old Georgetown Road, Suite 600
Bethesda, Maryland 20014

* * * * *

NIXON
STATE CHAIRMAN:

The Honorable Edward P. Thomas
* office: 10 West College Terrace (301) 267-5467
Frederick, Maryland 21701 or
(301) 662-2777
home: 710 Wyngate Drive (301) 663-5765
Frederick, Maryland

* * * * *

EXECUTIVE
DIRECTOR:

Mr. David Neideffer
c/o Headquarters

#3 Pooks Hill, Apt. 806 (301) 530-8378
Bethesda, Maryland 20014

* * * * *

1st Vice-
Chairman:

Mr. Robert H. Marks, Jr. home: (301) 465-2492
home: 3933 Fox Hill Drive office: (301) 477-6067
Ellicott City, Maryland 21042

* * * * *

CHAIRMAN
Nationalities
Committee

Mr. John Shmorhun home: (301) 442-2329
3125 W. Ivory Road office: (301) 765-6508
West Friendship, Maryland 21794

* * * * *

*indicates entry not in previous listing, or change

~~CONFIDENTIAL~~

April 17, 1972

NORTH CAROLINA

Announcement date: 1971

HEADQUARTERS
OFFICE:

NORTH CAROLINA COMMITTEE FOR
THE RE-ELECTION OF THE PRESIDENT
916 E. Morehead Street (704) 372-9500
Charlotte, North Carolina 28202

* * * * *

NIXON STATE CHAIRMAN

Charles Jonas, Jr.
c/o headquarters (704) 372-9516

office: Reynolds and Company
330 S. Tryon Street (704) 377-3651
Charlotte, N.C. 28202

home: 302 Colville Road (704) 332-7018
Charlotte, North Carolina

* * * * *

* EXECUTIVE
DIRECTOR:

* Mr. Steve Krouch
COMMITTEE FOR THE RE-ELECTION (919) 833-2545
OF THE PRESIDENT, RALEIGH OFFICE
P.O. Box 10406
Raleigh, North Carolina 27605

home: 3219 Oak Grove Circle (919) 782-4196
Raleigh, North Carolina 27607

*indicates entry not in previous listing, or change

April 17, 1972

~~CONFIDENTIAL~~

NORTH DAKOTA

Announcement date: April 3, 1972

* HEADQUARTERS OFFICE: * NORTH DAKOTA COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT (701) 255-0109
P.O. Box 1917
Bismarck, North Dakota 58501

* * * * *

NIXON STATE CHAIRMAN: Mr. John Rouzie
* c/o HEADQUARTERS
* office: First National Bank of Bowman (701) 523-3261
Bowman, North Dakota 58623
home: 216 Avenue F (701) 223-7750
West Bismarck, North Dakota 58501

* * * * *

CO-CHAIRMAN: Mrs. Winston Register * (701) 772-4324
home: 3209 Belmont
Grand Forks, North Dakota 58201

* * * * *

* FINANCE CHAIRMAN: * Mr. Al Mayer
c/o HEADQUARTERS
* office: Northern National Life Insurance Co. (701) 223-6444
1022 Divide Avenue
Bismarck, North Dakota 58501
* home: 508 West Thayer Avenue (701) 223-3965
Bismarck, North Dakota 58501

* * * * *

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

April 15, 1972

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

MEMORANDUM FOR THE HONORABLE JOHN N. MITCHELL

FROM: JEB S. MAGRUDE

SUBJECT: Request from Governor Ogilvie's Office

Thomas Corcoran of Governor Ogilvie's Washington staff has brought to our attention an opportunity to use the format of a recorded message in the state booth at the county fairs in Illinois to present a message from the President. The State of Illinois has a booth which travels to each of the county fairs presenting a slide show with recorded messages describing the state's programs. This year the Governor would like to have the show concluded with a recorded message from the President.

Attached at Tab A is the letter from the Governor requesting that his assistant, Corcoran, present this opportunity to us. At Tab B is the text of the proposed remarks. At Tab C is the script of the slide show.

If you approve of the concept of the President's participation in the State of Illinois booth at the county fairs, I will work with Ogilvie's office and with appropriate individuals at the White House to fulfill the Governor's request.

Approve _____ Disapprove _____

Comment _____



STATE OF ILLINOIS
OFFICE OF THE GOVERNOR
SPRINGFIELD 62706

RICHARD B. OGILVIE
GOVERNOR

March 28, 1972

Mr. Thomas J. Corcoran
Assistant to the Governor
Room 810
1730 "M" Street, N. W.
Washington, D. C. 20036

Dear Tom:

Our staff is preparing a slide show for use in several areas of the state comparable to the excellent shows used last year at county fairs.

The voices of a number of persons will be used on the sound track, and arrangements have been made to secure the necessary recordings from all except the President.

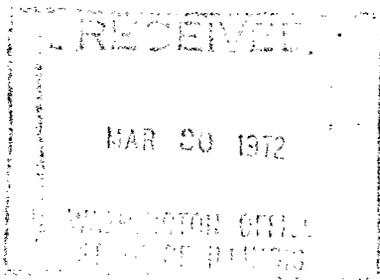
I enclose the full script, which shows that the President's voice will climax the presentation, if that is agreeable to him. A reading script without slide directions is also enclosed.

Could you at your earliest opportunity establish the likelihood of the President's being able to accomodate us in this request? We can use normal reel-to-reel tape recorded at 7½ i.p.s.

I would appreciate whatever action you can secure in this matter. If you think some other means should be used, let me know.

Sincerely,

Richard B. Ogilvie
Governor



March 28, 1972

ADMINISTRATION SLIDE SHOW #1
COOK COUNTY SUBURBAN

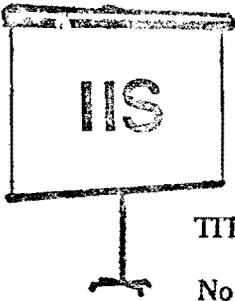
Text of script for President Richard M. Nixon
(Visual: Slides 108 thru 113F)

President Nixon: During the coming months, I will look to Illinois and Governor Ogilvie for continued support of the revenue sharing and welfare reform programs which I have¹ proposed.

Dick Ogilvie knows the problems of our major industrial states and in Illinois, has successfully pioneered a system of sharing revenues with local governments. (pause)

I believe that the federal government will meet its obligations to our financially strained cities and states. But it is only with the support of leaders throughout this nation -- like Dick Ogilvie -- that we in Washington can enact those measures which will revitalize America.

##



Sync Sound Slide Show Script

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TITLE Cook County Slide Show

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 1 - 5

Succession of faces - people talking -
variety of expressions and ages.
(include minority groups)

Time _____ : _____ Accum. Time _____ : _____

(Music) (Narrator #1)

During the 1960's, the American
people began to speak out... on
rising welfare costs, on unfair
taxes, on environmental problems.

Slide No. 6A

General Assembly
(House in Session)

Slide No. 6B

Town meeting - emphasis on audience
with clear view of council in
background.

Time _____ : _____ Accum. Time _____ : _____

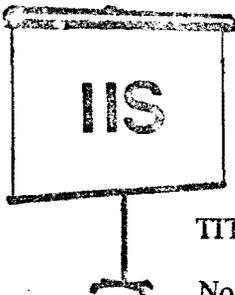
They began to take a new look
at the operation of their state
and local governments.

Slide No. 7

CU of council members

Time _____ : _____ Accum. Time _____ : _____

When they took a closer look,
they began to make new demands



Sync Sound Slide Show Script

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TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 8

CU of one member

Time _____ : _____ Accum. Time _____ : _____

on the officials they elected.

Slide No. 9

Art of Caution Sign (caricature)

Time _____ : _____ Accum. Time _____ : _____

They demanded safer highways and

Slide No. 10

Factory belching smoke

Time _____ : _____ Accum. Time _____ : _____

a cleaner environment.



Sync Sound Slide Show Script

TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 11

Local government building

Time _____ : _____ Accum. Time _____ : _____

They spoke out for more decision-making powers at the local level, for more equitable taxes.

Slide No. 12

Art: Graphics-type poster.
Issues overprinted with big 1968.

Time _____ : _____ Accum. Time _____ : _____

In the elections of 1968, the voters determined the issues.

Slide No. 13

Headline from suburban paper

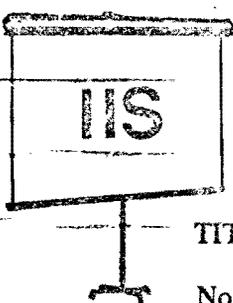
Time _____ : _____ Accum. Time _____ : _____

And in Illinois, they elected Richard Ogilvie governor.

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TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 14

Maps showing Illinois, Michigan, Ohio, California, New York appearing in different color from rest.

Time _____ : _____ Accum. Time _____ : _____

(pause - music change)
(Narrator #2)
In 1968, Illinois, like other major industrial states, was faced with a fiscal crisis.

Slide No. 15

Old Hospital

Time _____ : _____ Accum. Time _____ : _____

Construction of badly needed mental health facilities

Slide No. 16

New construction with "STOP" overprinted.

Time _____ : _____ Accum. Time _____ : _____

had been stopped.

Sync Sound Slide Show Script

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IIS

TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 17

Crowded state highway

Time _____ : _____ Accum. Time _____ : _____

Many state roads were in dangerous condition

Slide No. 18

CU of bad roadway
(chuck holes or crumbling asphalt)

Time _____ : _____ Accum. Time _____ : _____

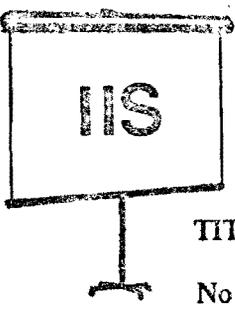
because of lack of funds for repair.

Slide No. 19

Chart showing Illinois 47th

Time _____ : _____ Accum. Time _____ : _____

And the state ranked 47th in aid to education.



Sync Sound Slide Show Script

TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 20

Environment poster

Time _____ : _____ Accum. Time _____ : _____

There was public demand for new parks and for a strong environmental program.

Slide No. 21

CU of empty till in cash register

Time _____ : _____ Accum. Time _____ : _____

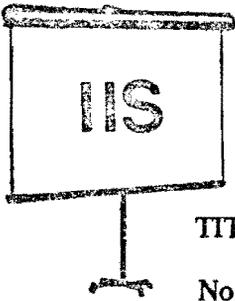
But the state simply could not pay its bills.

Slide No. 22

Family inaugural shot - super date

Time _____ : _____ Accum. Time _____ : _____

So, when Richard Ogilvie took office,



Sync Sound Slide Show Script

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TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 23

Capitol - overprinted
"Bankrupt" in red

Time _____ : _____ Accum. Time _____ : _____

his first task was to save
the state from bankruptcy.

Slide No. 24

Cook County official, Floyd Fulle
super name and title

Time _____ : _____ Accum. Time _____ : _____

(Cook County official:)

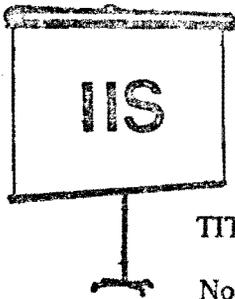
As chief executive of Cook County
with a population larger than
40 states,

Slide No. 25

Ogilvie as sheriff,
super date

Time _____ : _____ Accum. Time _____ : _____

Ogilvie was experienced in solving
tough problems.



Sync Sound Slide Show Script

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TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 26

Ogilvie signing executive order -
CU on paper

Time _____ : _____ Accum. Time _____ : _____

Faced with a state fiscal crisis, Ogilvie acted immediately to restore financial solvency.

Slide No. 27

Art: Imposed freeze on state spending

Time _____ : _____ Accum. Time _____ : _____

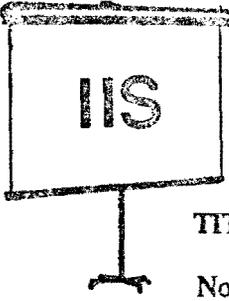
He imposed a freeze on state spending.

Slide No. 28

Art 2. Established Bureau of the Budget.

Time _____ : _____ Accum. Time _____ : _____

created a new office to control the state budget for the first time



Sync Sound Slide Show Script

TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 29

Art 3. Called for income tax

Time _____ : _____ Accum. Time _____ : _____

and called for an income tax.

Slide No. 30

Office workers - rolled sleeves,
showing work in process

Use John Mc Carter, Director and
George Ranney, Ass't. Director from
BOB

Time _____ : _____ Accum. Time _____ : _____

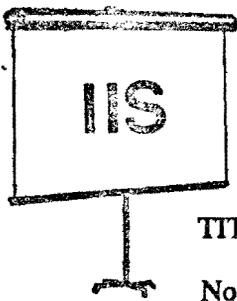
Through annual budgeting and a
freeze on spending, Ogilvie
saved the state \$700 million
during the first 18 months --
more than the city of
spends in a year.

Slide No. 31

Editorial on ethics legislation
headline.

Time _____ : _____ Accum. Time _____ : _____

His strong concern for high
standards in operation of
government



Sync Sound Slide Show Script

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TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 32

General Assembly Committee
schedule (blackboard on 3rd Flr.
of State House)

Time _____ Accum. Time _____

led to a fight for ethics
legislation, which lasted
through two legislative
sessions.

Slide No. 33

State rep with name & title supered
Brad Glass (N), Dave Regner (NW),
George Burditt (W) and

Time _____ Accum. Time _____

(Comment from state rep on
ethics legislation)
5 - 10 seconds

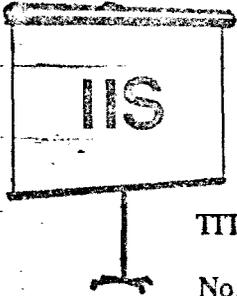
Slide No. 34

Headline - Income Tax passes
with bi-partisan support

Time _____ Accum. Time _____

(Narrator #2)

Governor Ogilvie's third
fiscal reform was passed in 1969.



Sync Sound Slide Show Script

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TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 35

Time _____ : _____ Accum. Time _____ : _____

U. S. map; states with income tax color keyed; contrast those without; show Illinois in transitional color.

Although the 38th state to pass an income tax, Illinois was the first to share these revenues

Slide No. 36

Time _____ : _____ Accum. Time _____ : _____

Art. Type set list of contributions showing legible total of last year's total return.

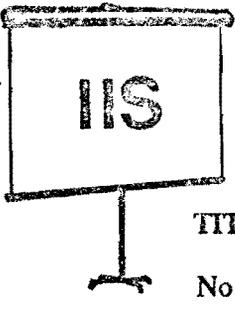
with financially crippled local governments on a no-strings attached basis.

Slide No. 37

Time _____ : _____ Accum. Time _____ : _____

Local police car

This money is being used by local officials to hire new policemen,



Sync Sound Slide Show Script

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TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 38A

Fire department

Slide #38B

Street Sweeper

Time _____

Accum. Time _____

build new fire stations, and to expand much-needed services.

Slide No. 39

Residential street.
Super name of town where taxes have been reduced: Winnetka (N), Park Ridge (NW), Brookfield (W) and Midlothian (S).

Time _____

Accum. Time _____

The revenue-sharing program has even helped reduce local property taxes.

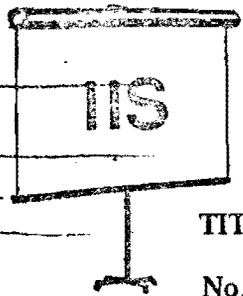
Slide No. 40

Door to Illinois Law Enforcement Commission.

Time _____

Accum. Time _____

Through the Law Enforcement Commission, created by Ogilvie in 69,



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TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 41

Shot of check made out to local government.

Time _____ : _____ Accum. Time _____ : _____

local governments now receive special state grants...

Slide No. 42

Training scene

Time _____ : _____ Accum. Time _____ : _____

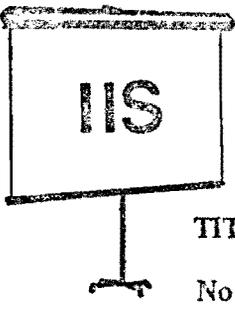
For police training...

Slide No. 43

Lab equipment

Time _____ : _____ Accum. Time _____ : _____

equipment purchases...



Syne Sound Slide Show Script

TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 44

Counseling scene

Time _____ Accum. Time _____

and juvenile programs.

Slide No. 45

Agents at briefing

Staged: Bernard Cary at podium
with IBI insignia and
four or five around him.

Time _____ Accum. Time _____

And through Ogilvie's new Illinois
Bureau of Investigation, a little
FBI,

Slide No. 46

Headline about drugs confiscated
in suburb

Time _____ Accum. Time _____

local police are assisted in the
fight against organized crime and
drug abuse.



Sync Sound Slide Show Script

TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 47

Hanrahan - super name and title

Time _____ Accum. Time _____

(Bob Hanrahan)

While other state's were cutting services, Illinois used new tax money

Slide No. 48

Classroom scene

Time _____ Accum. Time _____

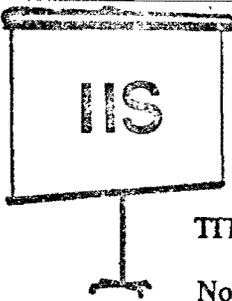
to double aid to elementary and high schools --

Slide No. 49

University of Illinois

Time _____ Accum. Time _____

and to increase aid to higher education.



Sync Sound Slide Show Script

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TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 50A

Scholarship form

Slide 50B

Creative graph

Time _____ : _____ Accum. Time _____ : _____

Scholarships were made available to more Illinois students than ever before - to

Slide No. 51

Northwestern U. campus scene

Time _____ : _____ Accum. Time _____ : _____

attend private colleges as well as state-operated universities.

Slide No. 52

Retarded children with Mrs. Ogilvie in classroom

Time _____ : _____ Accum. Time _____ : _____

And important new programs were established for education



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TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 53

CU of one child

Time _____ Accum. Time _____

and care of the mentally
handicapped.

Slide No. 54

Ogilvie speaking
(outdoors)

Time _____ Accum. Time _____

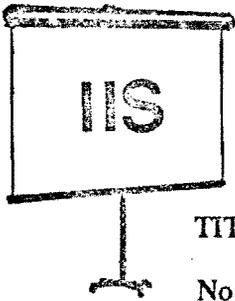
(Ogilvie)
Our goal must be nothing less than
to enhance the quality of our lives.

Slide No. 55

Crowd scene
(RBO barely visible)

Time _____ Accum. Time _____

The people are demanding - and
they deserve



Sync Sound Slide Show Script

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TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 56

Art. See Washington annual reports

Time _____ Accum. Time _____

a state that is safer, healthier, cleaner and more responsive to their needs. (pause)

Slide No. 57

Woman from local health organization (super name & title)

Time _____ Accum. Time _____

(Woman speaking)

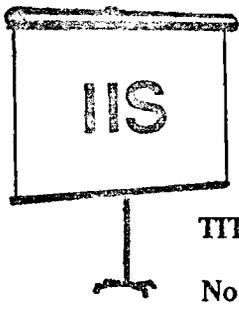
New resources have made it possible for the state to begin

Slide No. 58

New zone center

Time _____ Accum. Time _____

construction of 7 new residential care centers for the retarded



Sync Sound Slide Show Script

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TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 59A

Senior citizens and young
volunteer type

Slide #59B

Chicago Tribune Headline from
3/14/72 on Sr. Citizens

Time _____ : _____ Accum. Time _____ : _____

and give special assistance
to senior citizens

Slide No. 60

Ambulance at night

Time _____ : _____ Accum. Time _____ : _____

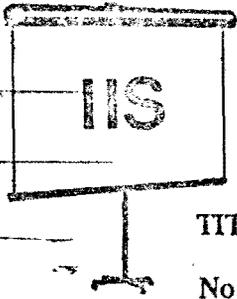
To provide the best possible
health care for patients injured
in accidents,

Slide No. 61

Ambulance arriving at emergency
entrance of hospital at night

Time _____ : _____ Accum. Time _____ : _____

Illinois established a statewide
system of facilities for emergency
health care.



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TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 62

Map showing location of centers

Time _____ :

Accum. Time _____ :

Under this system, 40 hospitals are designated as local trauma centers.

Slide No. 63A

Emergency room - doctors, nurses, etc.

Slide No. 63B

Helicopter landing at hospital

Time _____ :

Accum. Time _____ :

Equipped with the most modern equipment and staffed by expert personnel,

these centers are linked by helicopter with 9 regional centers.

Slide No. 64

Traffic safety committee member from Chicago area.
(Super name and title)

Time _____ :

Accum. Time _____ :

(Traffic safety member)

While other states were neglecting transportation improvements because of a lack of funding,



Sync Sound Slide Show Script

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TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 65

Surveyor with hard hat

Time _____ :

Accum. Time _____ :

Illinois began a massive construction program

Slide No. 66

Cunningham, Ass't. Secretary of Transportation and Ogilvie at meeting

Time _____ :

Accum. Time _____ :

Last year Governor Ogilvie created a Department of Transportation

Slide No. 67

Mass Transit

Time _____ :

Accum. Time _____ :

to coordinate the divergent aspects of the state transportation network.



Sync Sound Slide Show Script

TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 68

Show highway sign entering O'Hare complex

Time _____ Accum. Time _____

The department will plan, fund and develop new routes for carriers of all kinds.

Slide No. 69

Plane taking-off

Time _____ Accum. Time _____

In the air,

Slide No. 70A

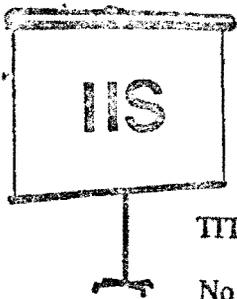
Car traveling down highway, railroad in distance

Slide No. 70B

Ship tied up at Navy pier

Time _____ Accum. Time _____

by rail and water and over roads - Illinois is maintaining its position as the nation's transportation leader.



Sync Sound Slide Show Script

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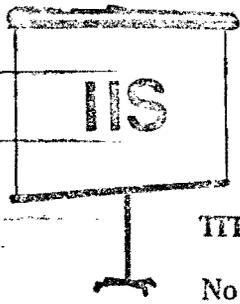
TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

<p>Slide No. <u>71A</u></p> <p>Family in convertible starting off on a drive</p> <p><u>Slide #71B</u></p> <p>Same family moving</p>	<p>Time _____ : _____ Accum. Time _____ : _____</p> <p>While expanding the transportation network, Illinois is taking positive action to improve the state's safety record.</p>
<p>Slide No. <u>72A</u></p> <p>New bridge #1</p> <p><u>Slide #72B</u></p> <p>New bridge #2</p>	<p>Time _____ : _____ Accum. Time _____ : _____</p> <p>Through upgrading dangerous highways and improving 1,500 narrow bridges,</p>
<p>Slide No. <u>73</u></p> <p>Traffic on highway</p>	<p>Time _____ : _____ Accum. Time _____ : _____</p> <p>the traffic fatality rate has dropped to the lowest level since 1925</p>



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TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 74

Antique cars

Time _____ Accum. Time _____

when there was only one car on the road for every five we have today.

Slide No. 75

— Illinois Senate with Teryl Clark (recognizable) presiding

Time _____ Accum. Time _____

The governor also won legislative approval

Slide No. 76

Woman getting into car in business district

Time _____ Accum. Time _____

for two bills of vital importance to Illinois motorists:



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TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 77

accident shot

Time _____ Accum. Time _____

an implied consent bill to take
drunk drivers off the highways...

Slide No. 78

Cover of no-fault brochure

Time _____ Accum. Time _____

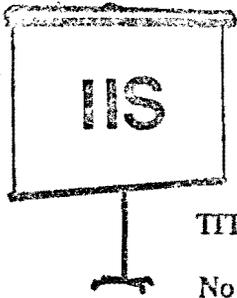
and a no-fault insurance bill to

Slide No. 79

Couple paying bill at hospital.

Time _____ Accum. Time _____

provide speedy financial relief
to persons injured in accidents
and



Sync Sound Slide Show Script

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TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 80

Court scene with George Burditt

Time _____ : _____ Accum. Time _____ : _____

to reduce lengthy court backlogs

Slide No. 81

Bill Blaser, super name & title

Time _____ : _____ Accum. Time _____ : _____

(Bill Blaser)

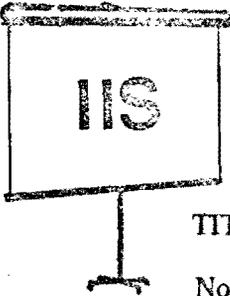
While other states were discussing the need for legislation to preserve our environment

Slide No. 82

Environment brochure

Time _____ : _____ Accum. Time _____ : _____

Illinois acted.



Sync Sound Slide Show Script

TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 83

Time _____ : _____ Accum. Time _____ : _____

Pollution scene, super
"Toughest laws in U.S."

Adopting the toughest anti-
pollution laws in the U.S.,

Slide No. 84

Time _____ : _____ Accum. Time _____ : _____

Art

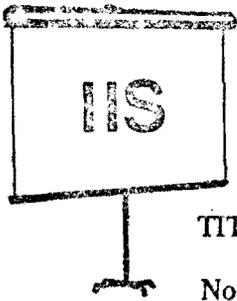
Illinois provided the frame-
work for the federal program
adopted almost (six) months
later.

Slide No. 85

Time _____ : _____ Accum. Time _____ : _____

Line of voters at polls

Supporting their state's
efforts,



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TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 86

CU of one voter
(Stage Joan Anderson with ballot)

Time _____ Accum. Time _____

Illinois voters passed the anti-pollution bond issue

Slide No. 87

Poster from bond issue campaign

Time _____ Accum. Time _____

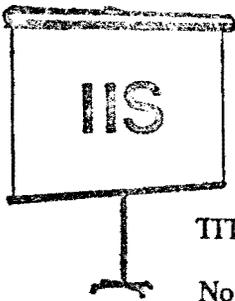
to give dirty water the works.

Slide No. 88

Shot of Des Plaines River,
super name

Time _____ Accum. Time _____

The bond issue provides local communities with funds to protect their vital water resources.



Sync Sound Slide Show Script

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TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 89

Art showing map of land acquired

Time _____ Accum. Time _____

(Narrator #2)

At the same time, Illinois began a massive land acquisition program for recreational use.

Slide No. 90

Illinois State Beach Park (Zion)

Time _____ Accum. Time _____

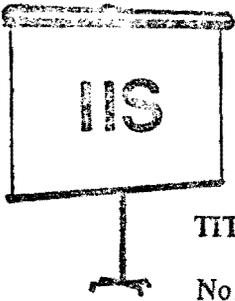
Since 1968, when Illinois ranked last in park acreage per person

Slide No. 91

57,000 new acres supered over park scene (Starved Rock)

Time _____ Accum. Time _____

the state has acquired 57,000 new park acres --



Sync Sound Slide Show Script

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TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 92

map with circle drawn around Northern Illinois area

Time _____ : _____ Accum. Time _____ : _____

with 27,000 of them in Northern Illinois within 90 minutes of suburbia.

Slide No. 93

New state park sign

Time _____ : _____ Accum. Time _____ : _____

And acquisition is only part of the program.

Slide No. 94

Family camping

Time _____ : _____ Accum. Time _____ : _____

New campsites, boat ramps, and nature study programs are



Sync Sound Slide Show Script

TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 95

Boat scene

Time _____ : _____ Accum. Time _____ : _____

part of the new Illinois park scene.

Slide No. 96

Senator Percy
super name & title

Time _____ : _____ Accum. Time _____ : _____

(Senator Percy)

During the past three years, Illinois and our Governor Richard Ogilvie have won national recognition...

Slide No. 97

- Art. 1. Revenue sharing
 2. Environmental Program
 3. Sound fiscal management

Time _____ : _____ Accum. Time _____ : _____

through state revenue sharing with local communities ... through the environmental program and through Illinois' sound new fiscal management.



Sync Sound Slide Show Script

March 16, 1972
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TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 98

Ogilvie at press conference (MS)

Time _____ : _____ Accum. Time _____ : _____

While other have failed, Dick Ogilvie has made great progress

Slide No. 99

Ogilvie at press conference (CU)

Time _____ : _____ Accum. Time _____ : _____

in solving the problems of a major industrial state. (pause)

Slide No. 100A

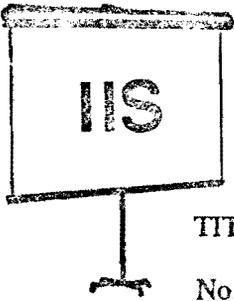
Samuel Witwer - super name & title

Slide No. 100B

Tecson and associates at Con Con site

Time _____ : _____ Accum. Time _____ : _____

Almost immediately after he took office, the Con Con Convention Delegates began rewriting the state's outdated constitution.



Sync Sound Slide Show Script

TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 101

New Constitution

Time _____ Accum. Time _____

This new document gives the Governor and local home rule officials the tools they need

Slide No. 102

Futuristic building or, preferably, social environment scene

Time _____ Accum. Time _____

to solve today's problems and to plan for the future.

Slide No. 103

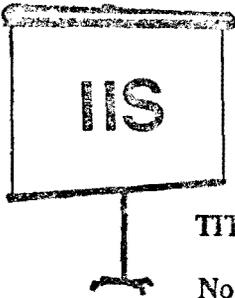
U. S. Congressman & Ogilvie

- 13th Dist. - Philip M. Crane (NS)
- 10th Dist. - Harold R. Collier (W)
- 4th Dist. - Edward J. Derwinsky (S)

(NW) to be det.

Time _____ Accum. Time _____

Through the efforts of our state's leaders, we are now receiving more federal help in Illinois than ever before



Sync Sound Slide Show Script

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TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 104

Crowd shot

Time _____ : _____ Accum. Time _____ : _____

in areas like social assistance,
agriculture and transportation.

Slide No. 105

Shot of three together
(if possible)

Time _____ : _____ Accum. Time _____ : _____

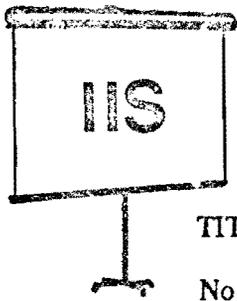
Dick Ogilvie has also been
working closely with me and
with President Nixon

Slide No. 106

Gov. Ogilvie testifying before
Congressional Committee on
revenue sharing.

Time _____ : _____ Accum. Time _____ : _____

to enact federal welfare reform
and revenue sharing...



Sync Sound Slide Show Script

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TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 107A

Capitol Building

Slide No. 107B

Montage - Federal, State & local

Time _____ Accum. Time _____

measures which are vital to state and local governments throughout the nation.

Slide No. 108

MS Richard Nixon
Super - President Nixon

Time _____ Accum. Time _____

(President Nixon:)

During the coming months, I will look to Illinois and Governor Ogilvie

Slide No. 109A

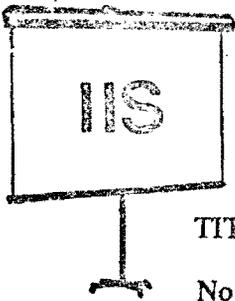
Nixon & Ogilvie in motorcade at State Fair

Slide No. 109B

Nixon & Ogilvie in crowd scene at State Fair.

Time _____ Accum. Time _____

for continued support of the revenue sharing and welfare reform programs which I have proposed.



Sync Sound Slide Show Script

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TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 110

Skyline of Chicago

Time _____ : _____ Accum. Time _____ : _____

Dick Ogilvie knows the problems of our major industrial states

Slide No. 111

Cartoon - Illinois as a pioneer giving money to local governments

Time _____ : _____ Accum. Time _____ : _____

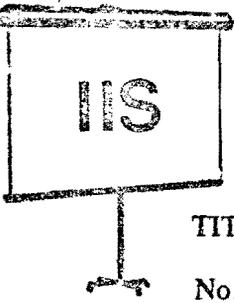
And in Illinois, has successfully pioneered a system of sharing revenues with local governments.
(pause)

Slide No. 112

Full shot of President Nixon at press conference

Time _____ : _____ Accum. Time _____ : _____

I believe that the federal government will meet its obligations to our financially strained cities and states.



Sync Sound Slide Show Script

March 7, 1972
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TITLE _____

No. of Slides _____ Total Time _____ Min. _____ Sec.

VISUAL

AUDIO

Slide No. 113

- A. Informal group of governors at Republican Governors' Convention
- B. Washington scene
- C, D, E, & F --

Repeat of opening montage of faces with happy faces.

Time _____ : _____ Accum. Time _____ : _____

But it is only with the support of leaders throughout this nation -- like Dick Ogilvie -- that we in Washington can enact those measures which will revitalize America.

Slide No. _____

Time _____ : _____ Accum. Time _____ : _____

Slide No. _____

Time _____ : _____ Accum. Time _____ : _____

THE WHITE HOUSE
WASHINGTON

0

Date: _____

To:

MS

From:

L. Higby

You should do
a 1 page
cover note -

L

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

April 14, 1972

CONFIDENTIAL

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL
THROUGH: JEB S. MAGRUDER
FROM: ROBERT C. ODLE, JR.

Attached is our weekly report.

Attachment

✓ bcc Mr. H. R. Haldeman

CONFIDENTIAL

ADVERTISING

Advertising research projects on youth posters and Wisconsin television have been completed and will be presented to the Strategy Group next week. Brochure copy and layout were developed for the Youth Group, the Business Group, and the Black Group. They are being submitted to appropriate group heads for approval.

Opposition advertising in Wisconsin has been obtained and a report is being developed.

A revised financial report projecting Agency operational costs was prepared.

AGRICULTURE

Yeutter participated in a panel discussion of the rural vote at the Republican Women's Conference (Western Region) in Phoenix. While there, he conferred with the Nixon state chairman and with the Arizona "Farm Families for the President" chairman.

Foltz advanced a trip to Illinois by Secretary Butz, and also spent considerable time on planning a breakfast for this coming week at which time we will brief Republican members of the House Ag Committee on our campaign plans.

Gary Madson joined us on Monday, and is already heavily involved in selection of our state chairmen. During the week he also visited chairmen in Illinois, Indiana, and Michigan.

Kathy Hill, formerly of Senator Mundt's staff, joined us in a clerical position.

Yeutter conferred on Monday with Secretary Butz, John Whitaker, Undersecretary Campbell, Assistant Secretary Lyng, and others re our political problem in predator control. Secretary Butz has since conferred with the Department of the Interior, and it looks as if we are finally beginning to make progress in defanging this issue.

Yeutter and Bob Morgan conferred with representatives of the Farm Journal re the possible purchase of their mailing list. Morgan will follow up with a specific written proposal. We are hopeful that this will be worked out for it can be a great boon to the agricultural campaign. The list has 5 million names, all of which are categorized in detail.

Yeutter and Madson met with Roger Fleming of the Farm Bureau for discussion of a number of issues. So far this relationship -- always sensitive -- has been amicable and productive.

BLACKS

We discussed plans in connection with the uncoming Primary election in Michigan with the State Chairman and agreed that an effort will be made in the Black community in this connection.

We participated in meetings with White House Team members to resolve problems centering around OMBE activities in efforts to assure that maximum benefits flow from this program.

In contact with members of the D.C. Black Republicans strategy was developed to move towards significant Black representation in the delegation to the National Convention and toward significant Black representation on the Committee for the Re-election of the President.

We met with New York representatives of the November Group and made recommendations for a final change in copy for the Black American brochure.

We developed an introductory letter to all state chairmen detailing the Black Vote Division's operations and supportive services and requesting their early move toward selecting Black Vote Chairmen.

Approval was received from the Finance Chairman for a go-ahead to develop a format for a fund raising dinner of 2,000 Blacks from across the Nation. Machinery has been finalized for this event which is scheduled for June.

Applicants were interviewed for the positions of Administrative Assistant and Field Coordinators. Also, we supplied Personnel with resumes of Black applicants for positions of employment with the Committee.

BUSINESS AND INDUSTRY

We have new state chairmen in Montana, New Mexico, North Dakota, South Dakota, and Wyoming.

A meeting with the Chairman of Region IV was held regarding the appointing of the balance of State Chairmen. We discussed with the Chairman of Region XII the appointment of a state chairman in Alaska. A number of discussions with several state chairmen surveyed the progress in appointing city chairmen within their areas.

With the Executive Vice President of the American Society of Association Executives we discussed a plan of operation to get this group involved in the campaign.

ELDERLY

Todd worked further on Presidential and First Family visits for the campaign. No final decisions have been made as yet on dates and places, but a general format has been worked out.

A projected computer plan has been worked out and is awaiting approval. This would greatly increase the effectiveness of our campaign effort by allowing us to pinpoint specific areas within communities that have the highest potential of voter return for time and effort. Not only would this streamline the local campaign effort, but it would save valuable dollars.

Todd addressed a group of Maryland Senior Citizens at the RNC and a Camden County, New Jersey, Leadership Conference on the workings of the Committee in general and this Division in particular.

Mills is in California where on Monday, April 3, he met with Mike Woodson, RNC Field Representative and discussed that state party situation. Woodson confirmed the party's weakness. Mills met with Lyn Nofziger, Judge Alfred E. Paonessa (State Older Americans Chairman), Mr. Van Rensselaer, and Bob Hatch (Nofziger's Field Director). They reviewed the campaign strategy proposal on Tuesday. On Wednesday, Thursday, and Friday Mills drew up the revised strategy and field organization, discussed the program with key state headquarters personnel, and began the selection process of Older Americans County Chairmen. Todd will spend Thursday and Friday in California to finalize the work Mills has been doing.

New State Older Americans Chairmen were appointed in South Dakota.

JEWISH

A number of preparatory discussions were held this week geared toward organization of the first meeting in Illinois for the effort within the Jewish community. We are attempting to coordinate the various recruiting being done by Max Fisher, Senator Percy's office and others associated with Tom Hauser so that we can put together the best possible group. The meeting has been tentatively planned for May 10 and this will be the beginning of the campaign organization.

Planning in Pennsylvania is proceeding at the same time and a meeting in Philadelphia will be the first targeted event. Contact with Herman Bloom of Arlan Spector's staff is continuing and we intend to coordinate our recruiting efforts there in the same manner as Illinois using Spector's group as well as the senatorial offices.

A mailing to all of the Jewish parochial schools in the country went out during the week containing the President's speech to the Catholic educators which was delivered on Thursday, April 6. The speech contains several re-

ferences to Jewish schools and it is important that we alert the Jewish day schools to the President's intentions in this area. A mailing was also sent of the speech to all of the Anglo-Jewish papers in the United States. This speech should be an important part of our approach to the Orthodox Jewish community on aid to non-public schools

LEGAL

Sedam met with Paul Muller of the November Group at his office in New York to discuss advance payments to November Group, the Agency agreement, the media certification procedure, and various contracts with suppliers, etc.

A conference was held with the Reuben H. Donnelley people at their office in New York to redraft our direct mail contract with Donnelley to permit prepayment, to include provisions for the return of the prepayment in certain situations and to work out a refund formula if such return becomes necessary.

Research was accomplished and a memorandum was prepared for the media division regarding spokesmen substituting for the President when equal time is offered under the Communications Act.

Research was conducted and various phone discussions were held with John Dean's office regarding candidate requirements under the new Campaign Act applicable to the President. Other miscellaneous phone calls were made, memoranda were written, and meetings were held regarding the new Campaign Act.

PHYSICIANS AND DENTISTS

Bill Stover is working on instructions for the fund-raising campaign for our state chairmen -- a project complicated by the new Campaign Spending Law. We expect to work with Gordon Liddy on detailed guidelines for our chairmen, as well as the Nixon state chairmen and finance chairmen.

On April 18 in Washington ten dentists from around the country, composing the National Dentists' Committee, will launch this organization. This Committee will meet with Mr. Mitchell and various members of the Washington-based operation. With these ten men, plans will be made for state organization planning implementation. We hope to get these dentists charged up for the job at hand and then send them out into the field.

PR/MEDIA

The Press Department planned and executed the public relations program for

the Wisconsin primary night election, which the President won with 97 percent of the vote. In addition, we worked with the Wisconsin state chairman on his plans there the night of the election to focus on the anticipated high cross over so newsmen would not view a victory as a defeat. They didn't.

We wrote and distributed for Senator Dole a press release showing Kennedy was the "real winner" in the primaries to date because he has not found it necessary to fight with the others in his party. This received excellent coverage on the wires, newspapers and television, including the front page of the Washington Star.

Statements for Frank Dale, Secretary Romney and Senator Dole were prepared by the press department and released, attacking the Democrats for suggesting we remove our air support over Vietnam. They particularly hit George McGovern. We also prepared in cooperation with the NSC for our state chairmen and our surrogates a timely Q&A on the Vietnam situation.

Our audio operation, which began last week, used Senator Dole's comments on the Wisconsin primary, feeding them to CBS, UPI and AEC. In addition, we instructed the California Committee to handle Secretary Romney in Phoenix on audio for a national feed as well as California outlets. The California Committee got good radiation of Senator Brock's visit for audio and video. KABC and KHJ both used it.

Working with the campaign speakers bureau, we planned a complete program for the surrogates and their media exposure for the next two weeks in Pennsylvania. This plan, now in effect, will allow us the opportunity to respond to charges by the Democrats on a daily basis. We are working closely with the Pennsylvania Committee and are informed of appearances to be made or that have been made by the Democratic contenders there and in Massachusetts. We prepared and have distributed a briefing book for those speaking in Pennsylvania during the next two weeks. In addition to the surrogates and Pennsylvania congressmen who will be making appearances in the state before the primary election, we have planned a media program for Frank Dale which is designed to build him into a credible spokesman for the campaign.

The Press Department continued to write and issue releases announcing the state finance chairmen in North Dakota and Mississippi. We have also coordinated press and media for Secretaries Butz, Volpe, Morton, Peterson and Hodgson in appearances out of Washington.

SPANISH-SPEAKING

Alex Armendariz travelled to Texas and California to review campaign plans with Nixon state chairman and Republican leadership. He met with Spanish-speaking leaders and also interviewed prospective personnel.

SPOKESMEN RESOURCES

Bart Porter and Henry Cashen interviewed Tom Scott as a prospective director of the proposed Athletes for the President Committee.

Spokesmen Resources has intensified its efforts to schedule spokesmen into Pennsylvania to answer to the Democrats campaigning in that State. Extensive media exposure for all surrogates is being planned.

In addition to Pennsylvania, Spokesmen Resources has continued to concentrate on scheduling speakers and celebrities into Indiana, North Carolina, Maryland, Oregon and California prior to their respective primaries.

VETERANS

Office start-up activities included preparation of office space, interviews for a secretary, and selection of prospects for a staff assistant/fieldman.

We commenced our operation with the selection of key state chairmen in California, Nebraska, Pennsylvania, Iowa, Texas, and Kansas. The draft campaign plan was completed, reviewed and revised with the VA Administrator and his advisors. Major veterans leaders American Legion, D.C., were contacted to commence selection of a national advisory group.

The proposed schedule for Presidential and First Family appearances was completed and reviewed with Bill Rhatigan. Because of a conflict of dates, the Job Mart appearance by one of the Nixon daughters may require going to an alternate date for this first appearance.

WOMEN

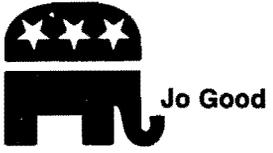
Mrs. Hutar met with California State Re-election Committee leadership in Los Angeles to discuss implementation of a supplemental telephone program outside of the major telephone centers.

The program is two-pronged: Hostess telephone operation and independent business telephone centers developed by county. Mrs. Hutar will handle the orientation of the county chairmen and co-chairmen on Saturday, April 15 after the general telephone orientation program for the overall is given by Mrs. Brataas. Then the group will be divided into two groups; Major telephone centers and county hostess and business telephone centers. Mrs. Hutar has begun the construction of the orientation manual, report forms, etc.

The Western States RNC Women's Conference in Phoenix, Arizona, provided a

splendid opportunity to talk with women leaders from that region. Mrs. Hutar and Mrs. Steorts attended for the Re-election Volunteers. The prospective co-chairman from Alaska was there. Discussion sessions on the Re-election Committees were held. Mrs. Hutar met with the Arizona State Chairman, Sam Mardian, and Co-chairman, Sandra O'Connor. An additional meeting was held with California Associate State Chairwoman, Elsa Sandstrom. Other discussions included New Mexico visiting with the National Committee-woman about the selection of the State Co-chairman; talked with Utah State Chairman, Richard Richards; Guam State Vice Chairman, Mrs. Diego; programs for the Oregon State Re-election Committee being done in cooperation with Oregon Federation of Republican Women. Mrs. Hutar talked with the regular Republican Party women leaders from the State of Washington about the women leadership for the campaign and touched bases with the Nevada Northern Co-chairman for the Re-election Committee. In addition, we met and talked with hundreds of potential leaders and volunteers in the Hospitality Suite.

Mrs. Hutar spoke on a panel about volunteer opportunities in the Re-election Committee as well as the compelling reasons why we must join together in a massive and effective campaign to Re-elect the President. The meeting ran through Saturday afternoon and was a most successful event in terms of our work in the Re-election Committee.



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April 17th

This is the first list of certified delegates to the 1972 Convention - New Hampshire¹. As they come in, we'll send them to you.

If you need additional copies, please let my office know - 484-6630.

1972 REPUBLICAN NATIONAL CONVENTION

NEW HAMPSHIRE

(Fourteen Delegates)

AT LARGE

DELEGATES

Robert P. Bass, Jr.
Via Tranquilla
Concord 03301

John F. Bridges
Pine Drive
Bedford 03102

Richard P. Brouillard
300 Holman Street
Laconia 03246

Miss Sarah L. Browning
25 Helen Street
Manchester 03104

John P. H. Chandler, Jr.
Warner 03278

Clyde R. Coolidge
2 James Avenue
Somersworth 03878

Lane Dwinell
94 Bank Street
Lebanon 03766

Stewart Lamprey
Moultonboro 03254

Bernard A. Streeter, Jr.
26 Indiana Drive
Nashua 03060

Kimon S. Zachos
2093 Elm Street
Manchester 03104

ALTERNATES

Joseph J. Acorace
410 Bremer Street
Manchester 03102

Mrs. Marie A. Baker
Goffstown 03045

John R. Bradshaw
Nelson 03457

Webster E. Bridges, Jr.
Brookline 03033

Stanley M. Brown
Bradford 03221

Mrs. Charlotte P. Cogswell
336 Washington Street
Dover 03820

Richard D. Hanson
14 Grandview Road
Concord 03301

Lyle E. Hersom
1 Preble Street
Groveton 03582

Frederick A. Porter
Boston Post Road
Amherst 03031

W. Douglas Scamman, Jr.
Stratham 03885

Note: Delegates and Alternates at Large elected at the Presidential Primary held on March 7, 1972, certified to the Secretary of the Republican National Committee.

(MORE)

NEW HAMPSHIRE (cont'd.)

FIRST DISTRICT

DELEGATES

1. Mrs. Ruth L. Griffin 4
479 Richards Avenue
Portsmouth 03801

George B. Roberts, Jr.
RFD
Gilmanton Iron Works 03837

ALTERNATES

1. Albert E. Barcomb
Whitehall Road
Rochester 03867

H. Alfred Casassa
Hampton 03842

SECOND DISTRICT

DELEGATES

2. Mrs. Hilary P. Cleveland
New London 03257

Charles P. Puksta
6 Elm Street
Claremont 03743

ALTERNATES

2. Charles G. Douglas III
Hopkinton 03301

Mrs. Shirley K. Merrill
25 Prospect Street
Lebanon 03766

Note: District Delegates and Alternates elected at the Presidential Primary held on March 7, 1972, certified to the Secretary of the Republican National Committee.

FINANCE COMMITTEE FOR THE
RE-ELECTION OF THE PRESIDENT



ROUTE SLIP

To: Gordon Strachan

Take necessary action	<input type="checkbox"/>
Approval or signature	<input type="checkbox"/>
Comment	<input type="checkbox"/>
Prepare reply	<input type="checkbox"/>
Discuss with me	<input type="checkbox"/>
For your information	<input type="checkbox"/>
See remarks below	<input type="checkbox"/>

From: Lee Nunn Date: April 19, 1972

Remarks:

For your information.

SPEECH

GIVEN BY

MR. LEE R. NUNN

WASHINGTON HILTON HOTEL

APRIL 11, 1972

GENTLEMEN: AS STATE FINANCE CHAIRMEN YOU ARE THE LEADERS WHO WILL DETERMINE THE DEGREE OF SUCCESS OF THE NATIONAL FUND-RAISING EFFORT FOR THE RE-ELECTION OF RICHARD NIXON.

DESPITE THE LEGISLATION THAT WENT INTO EFFECT ON APRIL 7 IT STILL TAKES THREE INGREDIENTS TO WIN ELECTIONS - THE FIRST IS MONEY - THE SECOND IS MONEY - AND THE THIRD IS STILL MORE MONEY.

YOUR SKILL AND SELLING ABILITY AS MANAGERS IN SELECTING THE RIGHT ASSISTANCE, SEEKING OUT PEOPLE WITH THE ABILITY TO GIVE, AND ASKING THOUSANDS TO GIVE WILL IN A VERY LARGE MEASURE DECIDE THE COMING CAMPAIGN. AS SENATOR EVERETT DIRKSEN USED TO SAY ABOUT POLITICAL CAMPAIGNS: "MONEY COMES FIRST." HOW DO WE GO ABOUT GETTING IT?

IN THE VERY BEGINNING I WANT TO EMPHASIZE AND YOU WILL HEAR US EMPHASIZE OVER AND OVER AGAIN -

1) KEEP YOUR FUND-RAISING ACTIVITY SIMPLE. RAISING MONEY IS NOT COMPLICATED.

2) THERE ARE NO SPECIAL GIMMICKS OR UNIQUE WAYS OF RAISING MONEY. IT IS VERY SIMPLE. YOU ASK FOR IT!! YOU DON'T EVEN HAVE TO BE PARTICULARLY SMART OR SHARP. YOU DO HAVE TO WORK, YOU HAVE TO BE PERSISTENT. YOU HAVE TO BELIEVE IN CHAPTER 11, 9TH and 10TH VERSES FROM ST. LUKE:

"AND I SAY UNTO YOU. --- ASK, AND IT SHALL BE
GIVEN YOU --- SEEK, AND YE SHALL FIND --- FOR
EVERYONE THAT ASKETH - RECEIVETH - AND HE THAT
SEEKETH - FINDETH."

THE ULTIMATE GOAL IS TO REACH EVERYONE FAVORABLY INCLINED
TOWARD THE RE-ELECTION OF PRESIDENT NIXON, WHO CAN AFFORD TO MAKE
A CONTRIBUTION. HOW DO WE DO IT? WE ORGANIZE - BY COUNTIES, BY
CITIES, BY INDUSTRIAL CATEGORIES, ASSOCIATIONS, CLUBS - WE
PENETRATE EVERY AREA WHERE MONEY IS LOCATED. SINCE 10,000 -
5,000 - 2,500 - 1,000's, ADD UP FASTER, WE START AT THE TOP AND
WORK DOWN.

FOLLOWING OUR OWN ADMONITION TO KEEP IT SIMPLE, LET'S GO
STEP BY STEP WITH A PROCEDURE:

PERHAPS ONE OF THE FIRST THINGS YOU SHOULD DO - IF YOU HAVE NOT
ALREADY DONE SO IS TO HAVE A GOOD LAWYER THAT YOU CAN CONSULT. IT
WILL SAVE YOU TIME, PERHAPS 1 TO 5 YEARS.

1. IF YOU HAVE NOT ALREADY DONE SO, CONTACT YOUR REPUBLICAN
PARTY FINANCE LEADERSHIP IN THE STATE. DETERMINE WHAT THE PARTY
STRUCTURE CAN DO TO HELP YOU. YOU SHOULD MAKE EVERY EFFORT TO
COOPERATE AND WORK WITH THE PARTY AND ELECTED OFFICIALS WHO SUPPORT
OUR CAUSE.

2. SEEK OUT THE BEST POSSIBLE LEADERSHIP FOR CO-CHAIRMEN,
OR VICE CHAIRMEN FOR EACH COUNTY, CITY, OR GROUP ACTIVITY. THE
RIGHT LEADERSHIP IN FUND-RAISING IS EVERYTHING; AND IT ISN'T EASY

TO RECRUIT. YOU MUST FIND INDIVIDUALS WHO WILL ACCEPT AND USE CERTAIN SPECIFIC FUNDAMENTAL AND PSYCHOLOGICAL TECHNIQUES THAT APPLY IN FUND-RAISING.

PEOPLE GIVE SELFISHLY - FOR THE FUTURE - NOT FOR THE PAST, LOOK AHEAD. THINK AND TALK FUTURE WHEN YOU SEEK FUNDS.

WHEN YOU RECEIVE A DONATION YOU RECEIVE IT ONLY BECAUSE THE CONTRIBUTOR HAS MADE A DECISION THAT THE RE-ELECTION OF RICHARD NIXON IS TO HIS BEST INTEREST.

AFTER YOU ARE SET UP WITH YOUR COUNTY AND CITY CHAIRMEN, BEGIN TO RECRUIT SPECIAL CATEGORY CHAIRMEN. WE HAVE ALREADY RECRUITED ONE GROUP AT THE STATE LEVEL TO WORK WITH YOU.

PHYSICIANS FOR THE RE-ELECTION OF THE PRESIDENT. BECAUSE OF SPECIAL CIRCUMSTANCES, WE BEGAN TO ORGANIZE THIS GROUP LAST YEAR. THE CHAIRMEN FOR THE PHYSICIANS' OPERATION HAVE BEEN ASKED TO CONTACT THE NIXON POLITICAL CHAIRMEN AS WELL AS THE NIXON FINANCE CHAIRMEN.

THERE ARE MANY OTHER GROUPS YOU SHOULD CONSIDER AND THEY WILL VARY FROM STATE TO STATE.

ACCOUNTANTS
BANKERS
DENTISTS
REAL ESTATE OPERATORS
CONTRACTORS
BROKERS
AUTO DEALERS

MINERALS - COAL MINING - ORE - ROCK QUARRIES - ALL OF OUR OPPONENTS WANT TO DRASTICALLY DECREASE OR WIPE OUT DEPLETION ALLOWANCES.

INDEPENDENT OIL PRODUCERS - THE KENNEDY, MCGOVERN,
HUMPHREY BILL - REFERRED TO THE SENATE FINANCE COMMITTEE A FEW DAYS
AGO - CUTS DEPLETION ALLOWANCE FROM 22% TO 15%. IT ALSO REPEALS
CURRENT LAWS RELATING TO INTANGIBLE DRILLING AND DEVELOPMENT COSTS.
ACTUALLY ANY BUSINESS CATEGORY SHOULD BE A PROSPECT - IF THEY
SERIOUSLY CONSIDER WHAT THE OPPOSITION IS ADVOCATING.

ONE OF THE MOST IMPORTANT AND COMPARATIVELY INEXPENSIVE WAYS
OF RAISING MONEY, FOR WHICH YOU MUST RECRUIT LEADERS, IS THE
\$100 FUND-RAISING DINNER. YOU SHOULD SCHEDULE YOUR \$100 DINNER
IN LATE MAY OR JUNE. AVOID THE SUMMER VACATION MONTHS, AND THE
AUGUST NATIONAL CONVENTION. \$1,000 DINNERS ONLY ARE PLANNED FOR
SEPTEMBER.

UNDER CIRCUMSTANCES WHERE \$100 DINNERS ARE NOT FEASIBLE
BECAUSE YOU HAVE HAD ONE TOO RECENTLY OR A GOVERNOR OR OTHERS
ARE HAVING DINNERS WHICH CAUSE A TIMING PROBLEM YOU MAY WISH TO
GO THE COCKTAIL PARTY ROUTE. HERE AGAIN, TO BE SUCCESSFUL THE
PARTY MUST BE WELL-ORGANIZED, WELL-PLANNED, AND THE HOST SOMEONE
WHO HAS THE CLOUT TO BRING IN THE CONTRIBUTIONS. YOU ALSO MAY
WISH TO CONSIDER THE BOOSTER-TYPE MEETINGS SIMILAR TO THOSE
OPERATED BY THE REPUBLICAN CONGRESSIONAL AND SENATORIAL CAMPAIGN
COMMITTEES. YOU HAVE SOME IMPORTANT PERSON TO HOST SUCH A MEETING
AND INVITE THOSE WHO ARE CAPABLE OF GIVING SUBSTANTIAL FUNDS.

RECRUIT ONE OF YOUR LARGE GIVERS TO GO AFTER OTHERS CAPABLE OF GIVING LARGE AMOUNTS. RECRUIT ANOTHER GROUP WHO WILL SEEK SUBSTANTIAL MONEY ON A PERSON TO PERSON BASIS.

PLAN A FUND-RAISING PROGRAM THAT WILL ATTAIN YOUR QUOTA:

HOW MUCH

LARGE GIVERS

PERSON TO PERSON

DINNERS - JUNE

COCKTAIL PARTIES

BOOSTER-TYPE MEETINGS

SPECIAL CATEGORIES

DIRECT MAIL

CREDITS FROM WASHINGTON HEADQUARTERS
(ESTIMATE)

100%

WITHIN THE NEXT FEW DAYS WE WILL SEND YOU A FORM GIVING YOUR QUOTA AND ASKING YOU, AFTER A CAREFUL REVIEW OF YOUR FUND-RAISING PROGRAM, TO LET US HAVE YOUR BREAKDOWN AS TO WHAT YOU EXPECT FROM EACH ACTIVITY, ADDING UP TO 100 % OF QUOTA.

3. TRAINING YOUR CHAIRMAN AND SOLICITORS TO DO THE JOB:

THE PRINCIPAL PROBLEM IN GETTING MONEY FOR POLITICAL CAMPAIGNS IS FINDING PEOPLE IN SUFFICIENT NUMBERS WHO WILL ASK FOR MONEY IN AN ORGANIZED MANNER. YOU MUST HOLD SESSIONS WITH YOUR SOLICITORS AT EVERY OPPORTUNITY, WITH A TELEPHONE OPERATION EVERY MORNING, TO DISCUSS THEIR SUCCESS OR LACK OF SUCCESS, MAKE SUGGESTIONS, DEVISE ANSWERS FOR PROBLEMS THEY MAY BE HAVING WITH THE PROSPECTS AND ABOVE ALL HOLDING EVERYONE ACCOUNTABLE FOR MAKING THE CONTACTS THEY HAVE AGREED TO MAKE.

ONE OF THE MOST DIFFICULT PROBLEMS IN FUND-RAISING IS KEEPING YOUR PEOPLE WORKING, ESPECIALLY THOSE WHO ARE INVOLVED FOR THE FIRST TIME. MORALE IS THE CHIEF FACTOR YOU HAVE TO WORRY ABOUT. IN THE BEGINNING YOU MUST MAKE THEM UNDERSTAND THEY ARE LIKELY TO HAVE MANY MORE NEGATIVE RESPONSES THAN POSITIVE - EVEN THOUGH THEY ARE CONTACTING BUSINESSMEN WHO SHOULD ALL BE IN THE FOREFRONT OF OUR MOVEMENT TO RE-ELECT THE PRESIDENT. TOO MANY RIDE ON THE GENEROSITY OF A FEW - TAKE LITTLE INTEREST, EXCEPT TO COMPLAIN. IN FUND-RAISING YOU ARE WORKING THE LAW OF AVERAGES, AND IT IS AGAINST YOU. A FEW NEGATIVE CONTACTS AND COMPLAINTS IN SUCCESSION CAN PLAY HAVOC WITH MORALE OF A POTENTIALLY GOOD FUND-RAISER IF HE ISN'T PROPERLY INDOCTRINATED ABOUT THE JOB. SO, YOU MUST BOLSTER AND SUPPORT YOUR WORKERS IN EVERY WAY POSSIBLE.

I KNOW YOU WILL WANT TO REVIEW SOME OF THE MATTERS THAT WILL BE DISCUSSED HERE TODAY WITH THE FINANCE LEADERSHIP IN YOUR STATE, AND GET YOUR PRELIMINARY ORGANIZATION EFFORTS UNDERWAY.

IF YOU ARE GOING TO HAVE LATE MAY OR JUNE \$100 DINNERS YOU MUST GET MOVING RIGHT AWAY.

I AM SOMEWHAT RELUCTANT TO TALK ABOUT THE \$100 DINNER BECAUSE THE FIGURES ARE A LITTLE EMBARRASSING - BUT, UNFORTUNATELY - THERE ARE THOSE AMONG OUR FINANCIAL LEADERSHIP WHO FEEL THAT EVEN .97¢ A WEEK IS A LOT TO ASK A MAN AND HIS WIFE TO PAY FOR FOUR YEARS OF GOOD GOVERNMENT:

4 YEARS - 208 WEEKS X .97¢ = \$201.72

OR

2 TICKETS WITH \$1.72 LEFT OVER. 1/2 IS TAX DEDUCTIBLE

YOU CAN ASK FOR .49¢ AND LET A MAN LEAVE HIS WIFE HOME BUT IT'S MUCH MORE FUN TO HAVE WIVES ALSO ATTEND A \$100 DINNER. BEAR IN MIND WE ARE TALKING ABOUT AN INVESTMENT THAT IS THE BEST INSURANCE POLICY AVAILABLE AGAINST A TOTAL WELFARE STATE. AN INSURANCE POLICY TO PROTECT WHAT YOU NOW POSSESS.

KENNEDY, HUMPHREY, MCGOVERN, AND MUSKIE WANT TO "TAKE IT AWAY" AND TELL YOU SO WITH NO APOLOGIES.

CALL YOUR PROSPECT'S ATTENTION TO THE KENNEDY, HUMPHREY, MUSKIE TAX PROPOSAL. (A COPY IN YOUR ENVELOPE)

IN THE SENATE OF THE UNITED STATES

MARCH 21, 1972

Mr. NELSON (for himself, Mr. HART, Mr. KENNEDY, Mr. MONDALE, Mr. CHURCH, Mr. EAGLETON, Mr. HARRIS, Mr. HUGHES, Mr. HUMPHREY, Mr. MCGOVERN, Mr. METCALF, and Mr. TUNNEY) introduced the following bill which was read twice and referred to the Committee on Finance

A BILL

To raise needed revenues by gearing the income tax more closely to an individual's ability to pay, by broadening the income tax base of individuals and corporations, by integrating the gift and estate taxes, and by otherwise reforming the income, estate, and gift tax provisions.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE, ETC.**

4 (a) **SHORT TITLE.**—This Act may be cited as the “Tax
5 Reform Act of 1972”.

6 (b) **TABLE OF CONTENTS.**—

**TITLE I—AMENDMENTS PRIMARILY AFFECTING
INDIVIDUALS**

Sec. 101. Credit against tax for personal exemptions.

Sec. 102. Repeal of \$100 dividend exclusion.

Sec. 103. Repeal of deduction for gasoline taxes.

TITLE I—AMENDMENTS PRIMARILY AFFECTING
INDIVIDUALS—Continued

- Sec. 104. Elimination of vacation resort house as tax shelter.
- Sec. 105. Disallowance of expenses attending convention outside the United States.
- Sec. 106. Farm losses.
- Sec. 107. Computation of earnings and profits on a consolidated basis.
- Sec. 108. Dividend on certain sales of stock.
- Sec. 109. Termination of stock option provisions.
- Sec. 110. Limitation on deduction for percentage depletion on royalties.
- Sec. 111. Disallowance of certain double deductions.
- Sec. 112. Treatment of trust income payable to children of grantor.
- Sec. 113. Tax on capital gains at death.
- Sec. 114. Repeal of exemption for earned income from foreign sources.
- Sec. 115. Repeal of alternative capital gains tax for individuals.
- Sec. 116. Capital loss carryback for individuals.
- Sec. 117. Repeal of capital gain treatment for patents.
- Sec. 118. Income tax treatment of certain gifts to members of family.
- Sec. 119. Repeal of 50-percent maximum rate on earned income.
- Sec. 120. Underpayments of estimated tax.

TITLE II—AMENDMENTS PRIMARILY AFFECTING
CORPORATIONS

- Sec. 201. Repeal of Asset Depreciation Range System.
- Sec. 202. Limitations on dividends received deduction.
- Sec. 203. Use of appreciated property to redeem stock.
- Sec. 204. Denial of tax-free exchanges in case of investment companies.
- Sec. 205. Recognition of gain on sales in connection with certain liquidations.
- Sec. 206. Certain transactions disqualified as reorganizations.
- Sec. 207. Repeal of special treatment of bad debt reserves of financial institutions.
- Sec. 208. Exploration and development expenditures in the case of mines.
- Sec. 209. Repeal of deduction for Western Hemisphere Trade Corporations.
- Sec. 210. Taxation of undistributed profits of foreign corporations.
- Sec. 211. Repeal of the tax exemption for a DISC.
- Sec. 212. Involuntary conversions.
- Sec. 213. Computation of underpayments of estimated tax.

TITLE III—AMENDMENTS AFFECTING INDIVIDUALS AND
CORPORATIONS

- Sec. 301. Rental real property.
- Sec. 302. Charitable gifts of appreciated property.
- Sec. 303. Computation of net operating loss deduction.
- Sec. 304. Intangible drilling and development costs in the case of oil and gas wells.
- Sec. 305. Capital expenditures in planting and developing fruit and nut groves.
- Sec. 306. Reduction of percentage depletion rates on oil and gas and certain other minerals.
- Sec. 307. Limitation on aggregate deductions for percentage depletion.

TITLE III—AMENDMENTS AFFECTING INDIVIDUALS AND CORPORATIONS—Continued

- Sec. 308. Repeal of capital gain treatment for timber and for coal and iron ore royalties.
- Sec. 309. Repeal of tax exemption for ships under foreign flag.
- Sec. 310. Limitations on foreign tax credit.
- Sec. 311. Holding period of capital assets.
- Sec. 312. Gain from the sale of certain property between related persons.
- Sec. 313. Recapture on sale of purchase price previously deducted.
- Sec. 314. Recapture of depreciation on sale of real property.

TITLE IV—AMENDMENTS OF MINIMUM TAX ON TAX PREFERENCES

- Sec. 401. Minimum tax.

TITLE V—ESTATE AND GIFT TAX AMENDMENTS

- Sec. 501. Integration of estate tax rate with inter vivos gifts.
- Sec. 502. Transfers taking effect at death.
- Sec. 503. Life insurance included in gross estate.
- Sec. 504. Charitable deductions in the case of estate tax.
- Sec. 505. Generation-skipping transfers.

TITLE VI—STATE AND LOCAL OBLIGATIONS

- Sec. 601. Interest on certain governmental obligations.
- Sec. 602. United States to pay 50 percent of interest yield on taxable income.

1 (c) AMENDMENT OF 1954 CODE.—Except as other-
2 wise expressly provided—

3 (1) whenever in this Act a reference is made (by
4 way of amendment or repeal or otherwise) to a sec-
5 tion, chapter, or other provision, the reference shall be
6 considered to be made to a section, chapter, or other
7 provision of the Internal Revenue Code of 1954; and

8 (2) terms used in this Act shall have the same
9 meaning as when used in the Internal Revenue Code of
10 1954.

11 SEC. 2. TECHNICAL AND CONFORMING CHANGES.

12 The Secretary of the Treasury or his delegate shall, as
13 soon as practicable but in any event not later than 90 days

1 after the date of the enactment of this Act, submit to the
2 Committee on Ways and Means of the House of Represent-
3 atives a draft of any technical and conforming changes in
4 the Internal Revenue Code of 1954 which are necessary to
5 reflect throughout such Code the changes in the substantive
6 provisions of law made by this Act.

7 **TITLE I—AMENDMENTS PRIMARILY**
8 **AFFECTING INDIVIDUALS**

9 **SEC. 101. CREDIT AGAINST TAX FOR PERSONAL EXEMP-**
10 **TIONS.**

11 (a) Subpart A of part IV of subchapter A of chapter 1
12 (relating to credits against tax) is amended by redesignat-
13 ing section 42 as section 43 and by inserting after section 41
14 the following new section:

15 **“SEC. 42. PERSONAL EXEMPTIONS.**

16 “There shall be allowed, as a credit against the tax im-
17 posed by section 1 or 3, the amount determined under sec-
18 tion 151 for personal exemptions. Such credit shall not
19 exceed the tax imposed by section 1 or 3 for the taxable
20 year.”

21 (b) So much of section 151 (relating to deductions for
22 personal exemptions) as precedes subsection (b) is amended
23 to read as follows:

24 **“SEC. 151. CREDIT FOR PERSONAL EXEMPTIONS.**

25 “(a) **AMOUNT OF CREDIT.**—The amount of the credit

HERE ARE A FEW POINTS THAT WILL TOUCH YOUR PROSPECTIVE
CONTRIBUTORS - WHATEVER TYPE OF FUND-RAISING YOU ARE DOING:

TAX BILL

IF OUR OPPONENTS DO WHAT THEY SAY THEY ARE GOING TO DO TO
ANY EXTENT WHATSOEVER, HOW MUCH IS IT GOING TO COST THE PROSPECT
AND HIS ESTATE?

WHAT IS IT WORTH TO HIM AND HIS BUSINESS TO HAVE RICHARD NIXON
IN THE WHITE HOUSE FOR THE NEXT 4 YEARS?

I BELIEVE YOU AND THE DINNER CHAIRMAN YOU SELECT AND THEIR
SOLICITORS CAN GET THE JOB DONE - NOT ONLY ON THE \$100 DINNERS BUT
ON OTHER PHASES OF OUR FUND-RAISING EFFORT, IF YOU BREAK IT DOWN
ON WHAT IS IN IT FOR THE CONTRIBUTOR.

FRANKLY YOU ARE OFFERING THE PROSPECT THE BEST INVESTMENT
IN THE WORLD TODAY.

TRUE, YOU ARE ASKING HIM TO PAY IN ADVANCE. BUT THIS IS THE
CASE WITH ANY INVESTMENT. YOU HAVE TO PUT UP YOUR MONEY TO GET
ANY ACTION.

IT HAS BEEN SAID THAT "GOVERNMENT, AS A RULE, DOES THINGS
TO YOU AND NOT FOR YOU. IT IS FOUNDED ON CONQUEST AND CONFISCATION."
FROM A BUSINESSMEN'S VIEWPOINT, IT IS PARTICULARLY TRUE. THEREFORE,
YOU CAN EXPECT SOME GRIPES AND COMPLAINTS WHEN YOU ASK FOR MONEY;
BUT, IF YOU ARE PERSISTENT, YOU WILL GET IT, BECAUSE THE ALTERNATIVES
ARE SO FRIGHTENING. LET'S LOOK AT A FEW REASONS WHY A PROSPECT SHOULD
GIVE.

OUR OPPONENT'S TAX BILLS AND PLANS TO TAKE FROM THE HAVES AND GIVE TO THE HAVE-NOTS - IS THE BEST REASON A PROSPECT SHOULD SUPPORT THE PRESIDENT.

IN OTHER WORDS, IS HIS OX LIKELY TO BE GORED IF THE DEMOCRATS SHOULD BE SUCCESSFUL?

IF THE PROSPECT'S BUSINESS IS UNIONIZED OR LIKELY TO BE, QUOTE HUBERT HUMPHREY'S FAVORITE STATEMENT WHEN HE APPEARS BEFORE UNION MEETINGS. IT GOES SOMETHING LIKE THIS:

"THIS MEETING WOULD HAVE BEEN HELD IN THE EAST ROOM OF THE WHITE HOUSE IF I HAD BEEN ELECTED."

OTHER POTENTIAL DEMOCRATIC CANDIDATES WILL ALSO GIVE LABOR EVERYTHING THEY WANT IF THEY SHOULD BE SUCCESSFUL.

THE PROSPECT SHOULD FINANCIALLY SUPPORT THE CANDIDATE WHO IS MOST NEARLY IN CONCERT WITH THE PROSPECT'S OWN PHILOSOPHY.

ONE OF THE BEST REASONS FOR THE PROSPECT TO GIVE -- CONTRIBUTORS WANT TO BET ON WINNERS -- AND WE HAVE A WINNER.

YOUR FINANCE ORGANIZATION MUST HAVE ENTHUSIASM FOR THE CANDIDATE - BE POSITIVE IN THEIR OWN MIND THAT HE IS GOING TO WIN, KNOW THE REASONS WHY YOU ARE ON A WINNER, AND BE ABLE TO PASS YOUR ENTHUSIASM AND POSITIVE FEELING ALONG TO OTHERS.

CONTRIBUTORS GIVE FOR BOTH POSITIVE AND NEGATIVE REASONS, MORE GIVE AGAINST THAN FOR.

WHEN YOU CANNOT PERSUADE THE PROSPECT WITH THE POSITIVE PITCH - SUGGEST HOW AWFUL IT WOULD BE IF THE OPPOSITION GETS IN.

THE BASIC REASON A PROSPECT GIVES IS TO PROTECT HIS OWN PERSONAL AND FAMILY'S PRESENT AND FUTURE ECONOMIC POSITION.

LET'S LOOK AT SOME POINTS NECESSARY TO SUCCESSFUL FUND-RAISING DINNERS. TO HAVE A SUCCESSFUL DINNER YOU MUST FOLLOW CERTAIN FUNDAMENTAL PRINCIPLES. THESE SAME PRINCIPLES APPLY TO FUND-RAISING IN ALL FIELDS - NOT DINNERS ALONE.

1. WHO'S IN CHARGE

THE SUCCESS OF YOUR DINNER WILL LARGELY BE DETERMINED WHEN YOU SELECT THE CHAIRMAN FOR THE AFFAIR. THIS WILL BE YOUR MOST IMPORTANT DECISION.

A TOP FLIGHT ORGANIZER AND DOER MUST BE IN CHARGE. A RESPECTED BUSINESS OR PROFESSIONAL MAN - SOMEONE WHO IS RESPECTED FOR HIS ABILITY TO GET THINGS DONE - A MAN WITH CONTACTS IN THE BUSINESS WORLD - IS USUALLY THE BEST CHOICE FOR A CHAIRMAN.

TOP PEOPLE SHOULD HEAD YOUR DINNER, OTHERWISE DON'T START THE FUNCTION. THERE IS NOTHING SO SAD AND DEPRESSING AS A POLITICAL FINANCE ORGANIZATION WITH WEAK LEADERSHIP.

(BOOK ATTACHED)

YOUR #2 AND #3 ASSISTANTS MUST ALSO BE OF THE HIGHEST CALIBER. A GOOD EXECUTIVE DIRECTOR TO ASSIST IN PLANNING AND DRIVING THE OPERATION IS INVALUABLE. A THIRD ASSISTANT TO PLAN FOR THE EVENT ITSELF, RECEIVE THE FUNDS, AND SEE THAT ADEQUATE RECORDS ARE KEPT IS ALSO A NECESSITY. OBTAINING A GOOD CHAIRMAN AND PUTTING TOGETHER GOOD MANAGEMENT FOR YOUR DINNER IS NO EASY TASK, BUT SUCCESS NEVER COMES EASY. DON'T SETTLE FOR ANYTHING BUT THE BEST.

WE WILL PASS OUT TO YOU HERE TODAY A BOOKLET THAT WAS PREPARED BY ERNST AND ERNST LAST YEAR PRIOR TO THE NOVEMBER 9 NATIONAL TELEVISED DINNERS HELD BY THE REPUBLICAN NATIONAL FINANCE COMMITTEE. THE BOOKLET SHOULD BE HELPFUL TO YOU IN PLANNING AND ORGANIZING A DINNER. IT MAY BE A LITTLE EXPANSIVE FOR A SMALL DINNER. NEVERTHELESS IT PROVIDES A GOOD CHECK LIST AND ADVICE.

2. RIGHT ATTITUDE

THE SECOND INGREDIENT NECESSARY FOR SUCCESS IS THE RIGHT ATTITUDE. YOU MUST TRULY BELIEVE IN YOUR CAUSE. THAT MEANS EVERYBODY - FINANCE CHAIRMEN - THE WHOLE ORGANIZATION.

YOU HAVE TO BELIEVE IT CAN BE DONE - HAVE NO FEAR OF ASKING - AND THOROUGHLY BELIEVE THAT YOU COMPLIMENT, NOT INSULT,

WHEN YOU SEEK MONEY FOR GOOD GOVERNMENT. SOME FEEL HURT IF NOT ASKED - DON'T OFFEND ANYONE - ASK THEM ALL TO GIVE. THE MORE YOU ASK FOR, THE HIGHER THE COMPLIMENT. ALWAYS START HIGH. AND, AS SECRETARY STANS HAS SAID, YOU ALWAYS NAME THE FIGURE. IN THE CASE OF DINNERS, ALWAYS ASK FOR TABLES, A TABLE, OR TICKETS - NAME WHAT YOU WANT BEFORE THE PROSPECT GETS A CHANCE TO SAY WHAT HE WILL DO, NEVER ASK FOR A SINGLE TICKET - IT IS ALWAYS PRESUMED THAT THE MAN WILL AT LEAST BRING HIS WIFE. ALWAYS START HIGH. NEVER RUN THE RISK OF UNDER SELLING.

3. ORGANIZE

AS WE SAID EARLIER, IN ORGANIZING FOR A DINNER - KEEP IT SIMPLE.

REMEMBER YOU ARE SETTING UP A TEMPORARY OPERATION THAT WILL GO OUT OF BUSINESS FOLLOWING THE DINNER.

YOU HAVE A SINGLE OBJECTIVE, AND THAT IS TO SELL DINNER TICKETS, AND YOU DO THAT VERY SIMPLY BY CONTACTING EVERYONE WHO HAS THE ABILITY TO BUY - AS WE SAID EARLIER - WHO CAN AFFORD .97¢ A WEEK FOR HE AND HIS WIFE - SO, DON'T BUILD A PAPERMILL FOR ORGANIZATION PURPOSES. IT MAY MOMENTARILY IMPRESS SOMEONE SOMEWHERE. BUT THE GAUGE BY WHICH THE SUCCESS OF THE DINNER WILL BE MEASURED IS HOW MANY DOLLARS DID YOU BANK.

YOUR FUND-RAISING EFFORT MUST BE HIGHLY ORGANIZED. AGAIN, WITH THE BEST POSSIBLE PEOPLE.

NEVER WORRY ABOUT DUPLICATION OF EFFORT. UNFORTUNATELY, YOU WILL NEVER GET TO ALL THE PEOPLE WHO SHOULD GIVE, ANYWAY. GIVE NO EXCLUSIVE RIGHTS TO ANYONE.

YOU ARE WORKING AGAINST A DEADLINE AND THE OBJECT IS TO GET MORE AND MORE PEOPLE ASKING. THE MORE YOU ASK THE MORE YOU GET, YOU ARE WORKING THE LAW OF AVERAGES, AND YOU CAN'T ASK TOO OFTEN. YOU HAVE TO ORGANIZE TO INTELLIGENTLY CONTACT THE GREATEST POSSIBLE NUMBER OF PEOPLE.

YOU HEAR SOME OF OUR FRIENDS COMPLAIN ABOUT MULTIPLE SOLICITATIONS FOR FUNDS - SOME WANT ONE SOLICITATION FOR ALL REPUBLICAN CANDIDATES. AS A FUND-RAISER DON'T LET THIS MATTER WORRY YOU. BECAUSE NOTHING CAN BE DONE ABOUT IT. GET IN AND COMPETE. CRYING OVER THE RULES OF THE GAME WILL NEVER RAISE A DOLLAR.

WHO DO YOU SOLICIT?

EVERY REPUBLICAN, INDEPENDENT, AND RIGHT-THINKING DEMOCRAT THAT YOU KNOW ABOUT THAT HAS THE CAPABILITIES OF BUYING A DINNER TICKET. THERE ARE LISTS AVAILABLE IN PRACTICALLY EVERY STATE COVERING ALL TYPES OF ORGANIZATIONS.

THE BEST PROSPECTS, OF COURSE, ARE THOSE WHO HAVE GIVEN BEFORE TO THE PARTY. BUT, WE CAN'T STOP WITH OUR FRIENDS. WE MUST MAKE NEW FRIENDS. ANY BUSINESS CERTAINLY WILL PROFIT FAR LESS WITH ANY ONE OF OUR OPPONENTS IN OFFICE. EVERY BUSINESSMAN IS A PROSPECT.

SET UP A TELEPHONE FOLLOW-UP OPERATION ABOUT TEN DAYS AFTER YOUR INVITATION HAS GONE OUT, AND CONTACT YOUR ENTIRE LIST OF PROSPECTS.

A LETTER ALONE WILL NOT DO THE JOB. IN FACT, MOST OF YOUR SUCCESS IS GOING TO COME FROM THE TELEPHONE OPERATION - THE SO-CALLED "BOILER SHOP" - AND PERSON TO PERSON SOLICITATION.

YOUR TELEPHONE SOLICITORS SHOULD BE BUSINESS EXECUTIVES CAPABLE OF GIVING ALL THE ARGUMENTS WHY THE PROSPECT SHOULD GIVE. THEY SHOULD HAVE GOOD TELEPHONE VOICES AND CERTAINLY HAVE NO FEAR OF ASKING.

ALL OF YOUR PROSPECTIVE BIG CONTRIBUTORS SHOULD BE ANALYZED BEFORE YOU START THE TELEPHONE OPERATION. CLASSIFY YOUR PROSPECTS. DETERMINE WHAT THEY ARE CAPABLE OF GIVING, AND LET NO ONE ASK FOR LESS THAN THE TARGETED AMOUNT.

CAUTION YOUR TELEPHONE SOLICITORS TO AVOID ARGUMENTS - ESPECIALLY PHILOSOPHICAL DISCUSSIONS. NEVER GET IN A POSITION OF EXPLAINING OR GOING INTO DETAILS ANY MORE THAN ABSOLUTELY NECESSARY. IT TAKES TIME YOU DO NOT HAVE, AND MAKES TELEPHONING MORE EXPENSIVE. JUST GIVE SIMPLE FACTS - AND ASK FOR CHECKS.

WE SHOULD ANTICIPATE A FEW OBJECTIONS THAT YOUR TELEPHONE SOLICITORS ARE GOING TO RUN INTO:

- A. "SORRY I WILL BE OUT OF TOWN THE NIGHT OF THE DINNER."

TELL THE PROSPECT THAT YOU TOO ARE SORRY BUT THAT THE REAL PURPOSE OF THE DINNER IS A VEHICLE TO RAISE FUNDS FOR PROTECTING HIS INTERESTS BY KEEPING A RESPONSIBLE PRESIDENT IN OFFICE. SEND US YOUR CHECK AS A DONATION -- THAT MANY OTHERS WITH SIMILAR PROBLEMS ARE SUPPORTING THE CAUSE EVEN THOUGH THEY ARE UNABLE TO ATTEND THE DINNER.

B. "I HAVE ALREADY GIVEN."

COULD BE? ONLY A FRACTION OF 1% HAVE GIVEN. NO REASON WHY HE CAN'T GIVE MORE. HE WILL BE CONSPICUOUS BY HIS ABSENCE.

C. "CAN'T AFFORD IT - PRICE TOO HIGH."

CAN'T AFFORD .97¢ A WEEK FOR GOOD GOVERNMENT? FOR PEACE IN THE WORLD? DO I HAVE THE RIGHT MR. JONES ON THE TELEPHONE? - THE ONE WHO LIVES (MENTION THE SWANK SUBURBAN AREA OR PLUSH APARTMENT HOUSE). YOU ARE INFERRING THAT MAYBE HE IS THE ONE ON WELFARE WHO LIVES DOWNTOWN. YOU KNOW 1/2 OF IT IS TAX DEDUCTIBLE. IF YOU CAN'T SELL 2 TICKETS, HE CAN GO THE .49¢ ROUTE AND LEAVE HIS WIFE HOME.

D. "YOU ALREADY HAVE PLENTY OF MONEY."

IF THAT WERE TRUE, WE CERTAINLY WOULD NOT GO TO ALL THE WORK NECESSARY FOR THIS DINNER. IT'S THE DEMOCRATS WHO DON'T HAVE TO WORRY AFTER FALL CAMPAIGN BECAUSE THE UNIONS HAVE PROMISED TO RAISE \$70,000,000 FOR THEM. WE NEED YOUR HELP.

E. "I'LL HELP YOU LATER WHEN YOU HAVE GREATER NEED FOR THE MONEY."

EARLY MONEY HAS ALWAYS BEEN IMPORTANT BUT IT IS MORE IMPORTANT THAN EVER BEFORE.

IN PRIOR YEARS WHEN WE GOT DOWN TO THE LAST 10 OR 15 DAYS BEFORE THE ELECTION SOMEONE WOULD SCREAM - "WE NEED MORE TV, WE NEED MORE NEWSPAPER ADS" - AND YOU WOULD GO OUT AND GET THE MONEY, BUY THE SPOTS, AND RUN THE ADS.

LIMITATION OF MEDIA SPENDING PROHIBITS ANY SUCH PROCEDURE THIS FALL. WE MUST BUILD A SUPERIOR ORGANIZATION. MCGOVERN DEMONSTRATED THAT FACT TO US IN HIS RECENT WISCONSIN WIN. SO, EARLY MONEY IS ESSENTIAL FOR ORGANIZATION PURPOSES.

IF YOU LET THE PROSPECT GET AWAY WITH "I'LL GIVE IT TO YOU LATER" YOU HAD MIGHT AS WELL SCRATCH HIM OFF YOUR LIST.

GET IT NOW!!!

F. SOME ONE OR MORE ISSUE HE FEELS WE ARE ON THE WRONG SIDE.

GO TO THE OVERALL ALTERNATIVES - WILL THE DEMOCRATS DO IT BETTER? IF HE IS TOUGH, YOU MAY HAVE TO SELL THE LESSER OF EVILS; OR FORGET HIM AND MOVE ON TO ANOTHER PROSPECT.

TRY TO GET THE PROSPECT TO MAKE A BUSINESS DECISION.

"WHAT'S IN IT FOR THE HOUSE" - OVER THE NEXT 4 YEARS. GIVE HIM ANY POSSIBLE DEMOCRATIC CANDIDATE AND OUR MAN WILL BE FAR MORE DESIRABLE ON ANY HONEST COMPARISON.

WE NOW COME TO ONE OF THE MOST IMPORTANT MANAGERIAL RESPONSIBILITIES.

ACCOUNTABILITY: YOU MUST HOLD YOUR ORGANIZATION ACCOUNTABLE FOR THE INTELLIGENT EXECUTION OF THEIR ASSIGNMENTS - IN OTHER WORDS - A CONSISTENT FOLLOW-UP ON ALL ASSIGNMENTS AND COMMITMENTS. UNLESS THIS IS DONE, SOME OF YOUR ORGANIZATION WILL GRADUALLY FADE AWAY INSOFAR AS RESULTS IS CONCERNED. SO, I URGE YOU TO SYSTEMATICALLY HOLD YOUR ORGANIZATION TO THEIR RESPONSIBILITIES ON A DAY TO DAY BASIS.

ALL OF YOU ARE SUCCESSFUL IN YOUR OWN FIELDS OF ENDEAVOR. IT TOOK PLANNING, ORGANIZING, AND HARD WORK TO SUCCEED IN YOUR RESPECTIVE FIELDS.

APPLY THE SAME THOUGHTFUL ATTENTION AND DILIGENCE TO THIS JOB OF FINANCE CHAIRMAN FOR THE RE-ELECTION OF THE PRESIDENT AND IT TOO WILL BE SUCCESSFUL.

NEVER UNDERESTIMATE WHAT CAN BE DONE;

SET YOUR SIGHTS HIGH.

PLAN BIG AND YOU WILL GET BIG MONEY.

ASK AND YE SHALL RECEIVE.