

Richard Nixon Presidential Library  
 Contested Materials Collection  
 Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
38	2	10/12/1972	<input type="checkbox"/>	White House Staff	Letter	From Williams to Haldeman RE: the recent meeting of the two in Atlanta. Envelope and White House memo attached to same page. 1 pg.
38	2	9/29/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Chapin RE: Billy Graham's advice on the campaign. 1 pg.
38	2	9/29/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: the campaign activities of Harry Williams, Graham's assistant. 1 pg.
38	2	10/5/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to MacGregor RE: attempts to court the evangelical vote. 2 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>
38	2	10/16/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to Strachan RE: attached information. 1 pg.
38	2	10/13/1972	<input type="checkbox"/>	Campaign	Memo	From Harry Williams to Magruder RE: suggestions for involving clergymen in RN's campaign. Related memo by Williams attached. 4 pgs.
38	2	10/10/1972	<input type="checkbox"/>	Campaign	Memo	From Sedam, through Magruder, to MacGregor RE: draft of a complaint letter to the General Accounting Office. 1 pg.
38	2		<input checked="" type="checkbox"/>	Campaign	Other Document	Sample campaign mailing supporting RN sent out by the "Clergy and Laity Concerned" organization. 4 pgs.
38	2	10/9/1972	<input type="checkbox"/>	Campaign	Letter	From Sedam to Philip S. Hughes complaining about a campaign mailing sent by the Clergy and Laity Concerned. 4 pgs.

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38	2	10/17/1972	<input type="checkbox"/>	Campaign	Other Document	Handwritten notes on various campaign developments, including poll figures and activities by key individuals. 1 pg.
38	2		<input checked="" type="checkbox"/>	Campaign	Other Document	Handwritten notes on the campaign relating to information from Teeter and "P," as well as information on direct mailing. 1 pg.
38	2	10/20/1972	<input type="checkbox"/>	Campaign	Other Document	Handwritten notes relating to television and themes in the campaign. 1 pg.
38	2	10/18/1972	<input type="checkbox"/>	Campaign	Memo	From Foust, through Magruder, to MacGregor RE: the employment of Marie Brookter, a former McGovern staffer, by the Committee for the Re-election of the President. 1 pg.
38	2	10/21/1972	<input type="checkbox"/>	Campaign	Other Document	Handwritten notes relating to campaign information obtained from Dent, Buchanan, and others. 1 pg.

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38	2	10/19/1972	<input type="checkbox"/>	Campaign	Memo	From Sedam to MacGregor RE: insurance for the Committee for the Re-election of the President's nationwide facilities. 1 pg.
38	2	9/15/1972	<input type="checkbox"/>	Campaign	Memo	From Odle, through Magruder, to MacGregor RE: an attached weekly report. Document discussing campaign issue developments attached. 8 pgs.
38	2	11/2/1972	<input type="checkbox"/>	Campaign	Memo	From Morgan to Strachan RE: a "Get Out the Vote" mass telegram. Statistical breakdowns of states in the mailing attached. 4 pgs.
38	2	10/29/1972	<input type="checkbox"/>	Campaign	Memo	From Morgan, through Magruder, to MacGregor RE: the logistics of a mass telegram urging people to vote. 2 pgs.
38	2	8/7/1972	<input type="checkbox"/>	Campaign	Memo	From Sedam to Morgan RE: the layout and use of the word "telegrams" on envelopes for a campaign telegram. 4 pgs.

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38	2	7/13/1972	<input type="checkbox"/>	Campaign	Letter	From F.S. Jones to California Governor Ronald Reagan RE: use of the color yellow and the word "telegram" in a campaign telegram. Sample telegrams and relevant legal information attached. 12 pgs.
38	2	8/7/1972	<input type="checkbox"/>	Campaign	Memo	From Sedam to Morgan RE: the color and language of campaign telegrams. Sample telegrams attached. 6 pgs.
38	2		<input checked="" type="checkbox"/>	Campaign	Other Document	Proposed campaign telegram attached to note from Magruder to Strachan. 1 pg.
38	2		<input checked="" type="checkbox"/>	Campaign	Other Document	Sample campaign mailing. 10 pgs.
38	2	9/28/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to MacGregor RE: campaigning by telephone. 1 pg.

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38	2	10/7/1972	<input type="checkbox"/>	Campaign	Memo	From Clayton Yeutter to Magruder RE: compliments for the Committee for the Re-election of the President's efficiency. 1 pg.
38	2	10/11/1972	<input type="checkbox"/>	Campaign	Memo	From Morgan, through Magruder, to MacGregor RE: a proposed "Get Out the Vote" telegram. Drafts of telegram attached. 4 pgs.
38	2	10/10/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Morgan RE: the use of an attached telegram in the campaign. Regular telegram and edited copy attached. 3 pgs.
38	2	10/11/1972	<input type="checkbox"/>	Campaign	Memo	From Morgan, through Magruder, to MacGregor RE: a revised "Get Out the Vote" telegram and the logistics of telegrams in the campaign. Related telegrams attached. 5 pgs.
38	2	10/11/1972	<input type="checkbox"/>	Campaign	Memo	From Morgan, through Magruder, to MacGregor RE: a revised "Get Out the Vote" telegram and the logistics of telegrams in the campaign. Related telegrams attached. 3 pgs.

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38	2	10/16/1972	<input type="checkbox"/>	Campaign	Memo	From Morgan, through Magruder, to MacGregor RE: direct "Get Out the Vote" campaign mailings. Telegram drafts attached. 5 pgs.
38	2	10/7/1972	<input type="checkbox"/>	Campaign	Memo	From Morgan, through Magruder, to MacGregor RE: the use of different campaign telegrams for Democrats and Republicans. Sample telegrams attached. 3 pgs.
38	2	9/28/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to MacGregor RE: evaluations of the "Get Out the Vote" telegram program in important electoral states. 2 pgs.
38	2		<input checked="" type="checkbox"/>	Campaign	Memo	From Marik, through Magruder, to MacGregor RE: recommended campaign letters for use in the State of New York. Drafts of letters attached. 8 pgs.
38	2	10/19/1972	<input type="checkbox"/>	Campaign	Memo	From Haldeman to Price RE: RN's suggestions with regard to the telegram campaign. 1 pg.

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38	2	10/9/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: updated drafts of campaign telegrams. Proposed telegrams attached. 6 pgs.
38	2	10/10/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: a new draft of a "Get Out the Vote" telegram. Draft submitted by Price attached. 2 pgs.
38	2	10/10/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: Price's new draft of a campaign telegram. Draft attached. 2 pgs.
38	2		<input checked="" type="checkbox"/>	Campaign	Memo	Handwritten note from Price to Haldeman RE: a revised telegram for the campaign. 1 pg.
38	2		<input checked="" type="checkbox"/>	Campaign	Other Document	Handwritten notes on the campaign activities of White House officials. 1 pg.

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38	2	10/7/1972	<input type="checkbox"/>	Campaign	Memo	From Morgan, through Magruder, to MacGregor RE: Price's drafts of campaign telegrams to Democrats and Republicans. Drafts attached. 3 pgs.
38	2	10/5/1972	<input type="checkbox"/>	Campaign	Memo	From Morgan, through Magruder, to MacGregor RE: the signers of "Get Out the Vote" telegrams in important election states. Telegram drafts attached. 5 pgs.
38	2	10/5/1972	<input type="checkbox"/>	Campaign	Memo	From Morgan, through Magruder, to MacGregor RE: hand-delivered campaign "postgrams" and the logistics involved in such a project. Draft of "postgram" attached. 3 pgs.
38	2	9/30/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Magruder RE: Ohio Chairman John Andrews and his views on telegrams in the campaign. 1 pg.

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38	2	10/3/1972	<input type="checkbox"/>	Campaign	Memo	From Chotiner to Haldeman RE: using RN, rather than MacGregor, as the supposed author of a campaign postgram. Proposed postgram attached. 2 pgs.
38	2	10/12/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to MacGregotr RE: the logistics of direct campaign mailings sent up to that point in time. 1 pg.

FYI . . . . No response necessary

*Harry Lloyd Williams*

October 12, 1972

Mr. H. R. Haldeman  
White House  
Washington, D. C.

Dear Mr. Haldeman:

I sincerely appreciated the opportunity of meeting you personally in Atlanta. Through Billy Graham and after so many indirect contacts, I felt as though I knew you. However, I had looked forward to meeting you more personally.

Thank you for affording me the opportunity to serve our President in this campaign. It is a great privilege to work with men like Jeb Magruder and Ron Walker. It's great to be involved!

Warm personal regards,

*Harry*  
Harry B. Williams

HBW:bfw

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT



NATIONAL PA  
CENTENNIAL  
1872 - 1972



Mr. H. R. Haldeman  
White House  
Washington, D. C.

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September 29, 1972

MEMORANDUM FOR: DWIGHT CHAPIN

FROM: L. HIGBY

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

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

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

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

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

LH:kb

THE WHITE HOUSE  
WASHINGTON

September 29, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: GORDON STRACHAN S  
SUBJECT: Harry Williams

The Billy Graham assistant, Harry Williams, who is working for Ken Rietz, is spending 1/2 of his time with Tom Bell organizing the three large youth rallies scheduled in Chicago, Washington, D.C. and Los Angeles on October 20, 24 and 29. Rietz talked with Williams four days ago and believes he is pleased to be spending 1/2 of his time for the President and 1/2 of it for Billy Graham.

Rietz mentioned that he hoped the President would not say anything about demonstrators in the next 5 weeks, because all youth, including the President's voters, identify to some extent with the demonstrators.

*Mr. Strachan H*

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT ✓

MEMORANDUM

October 5, 1972

MEMORANDUM FOR THE HONORABLE CLARK MacGREGOR

FROM: JEB S. MAGRUDE *JM*

As you may know, Senator McGovern has begun to set up a network of committees of clergymen attempting to organize in 220 cities. He has brought together a number of well-known liberal leaders in the clergy such as William Sloan Coffin and McAfee Brown. At the present time he is calling this group "Evangelicals for McGovern."

Billy Graham feels that it would be appropriate for us to attempt to form a similar group on behalf of the President to indicate that not everyone in the religious community is for McGovern. Harry Williams, a staff man for Billy Graham, is already assisting us in advance work and other activities in the campaign. It would seem appropriate for us to assign him to coordinate and run the activities of our religious group. Dr. Harold Lindsell, who is the Editor of "Christianity Today" and a supporter of the President's, is willing to work with Williams and us on this activity.

In addition, we would attempt to plug in some leaders among the non-Protestants, with particular emphasis on the Catholic clergy. This should be relatively easy due to the President's position on issues of interest to Catholics, e.g., abortion, and McGovern's opposite position on these issues. For example, Father John McLaughlin, the Jesuit speechwriter on the White House staff, could be very helpful in this connection, as could a number of members of the American Catholic Hierarchy who support the President. We would capitalize on the fact that McGovern has limited membership on his clergy committee to evangelicals.

We would plan some advertising in key religious magazines and appropriate press conference activity sufficient to counter McGovern's activities in this area. A budget of approximately \$20,000 would be sufficient.

Chuck Shearer's citizens operation had already planned a low-key clergy committee and we could use some of his money which had been earmarked for this project.

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_ Comment \_\_\_\_\_



COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

October 13, 1972

To: Jeb Magruder

From: Harry Williams

Re: SUGGESTED WAYS TO INVOLVE CLERGYMEN FOR THE PRESIDENT

As we attempt to encourage clergymen to speak out for the President in this campaign, here are my thoughts:

COMMITTEE CONCEPT IMPRACTICAL

I feel it unwise, particularly at this late date, to organize a national committee of clergymen for several reasons:

- (a) Regardless of how large the Committee might be, there would be some persons omitted, perhaps causing embarrassment to them and to the campaign;
- (b) There would be many prominent religious leaders who for various reasons would be unable to lend their names to such a Committee, and without such names, the Committee's relative influence would be decidedly limited;
- (c) Any Committee of religious leaders would have to include ministers of every Protestant denomination, with appropriate representation of the Roman Catholic and Jewish communities. In my judgment it would be far better for these respective leaders to speak out individually.

It is obvious after reviewing the names of the Religious Leaders Committee representing Senator McGovern that apart from their affiliation, these persons have relatively little, if any, influence. Conversely well-known religious leaders representing various theological viewpoints speaking out on behalf of the President will tremendously overshadow any publicity which Senator McGovern's religious supporters may receive, therefor:

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

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ALTERNATIVE

Every effort should be made immediately to contact prominent clergymen throughout the country to form "Community Clergymen for the President" or "Concerned Clergymen for the President" in scores of major cities concentrating especially upon the ten most important states. These "Community Clergymen . . ." would spontaneously emerge to support the President without the earmarks of a highly organized and structured effort. Our energies would be expended with subtle diligence to initiate such an emergence without the trappings and other problems that an organized national committee could pose.

SUGGESTED PROCEDURE

- A. An immediate gathering in Washington of a number of representative prominent clergymen for a strategy session and briefing as to goals and objectives of this endeavor;
- B. These and other prominent clergymen of major cities would be encouraged to announce the formation of their group at news conferences stating their personal views and objectives;
- C. Brief video-taped statements of support could be produced for use on local television stations throughout the country. These could be made by one prominent clergyman or by a number of clergymen who may have more regional influence, i.e., Dr. Harold John Ockenga of Boston - New England states; Dr. W. A. Criswell of Dallas - Texas and Southern states; Dr. T. Hudson Amerding, President, Wheaton College - Mid-West, etc.;
- D. Similar statements could be recorded for use on radio stations;
- E. Paid ads may be placed in local newspapers containing a strong statement of support for the President;
- F. Letters could be written to colleagues in their cities and friends in other places.

Our assistance to these groups, in addition to personally supervising their activities; would be to (1) direct production of radio

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

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and television statements; (2) provide sample letters which they could personalize; and (3) prepare copy for paid ads providing space for local names, etc.

It is also imperative that a concerted effort be made to involve Negro clergymen as well as others representing ethnic groups as may be appropriate throughout the country, such as Mexican-American clergymen, Greek Orthodox, et al.

There are a number of other ways in which clergymen's influence could be significant in this campaign:

- A. When any political rally is staged, such as the forthcoming Young Voters Rallies in Chicago, Los Angeles, and Washington, D.C., a clergyman may be invited not only to have a prayer, but, perhaps to take one minute to speak as a concerned clergyman with a positive word of challenge;
- B. Groups of prominent clergymen may be invited to breakfast or have luncheons with Administration officials who may be appearing in their area;
- C. Some clergymen may speak out through daily or weekly columns in their local newspapers;
- D. An attractive insert bearing a strong quote from the President on morality and faith such as he made during his recent Atlanta appearance could be made available to clergymen and religious organizations to be inserted in mailings or otherwise distributed. This would not be a "vote for" leaflet, but rather have a very "Presidential" appearance allowing the statement to speak for itself.

Although this effort may in some ways be a departure from traditional campaigning, the consensus of those whom I have consulted is that the decision to involve church leaders is a right one and, perhaps, long overdue. It is obvious that time is of the essence, therefore, following discussions and in the approved manner, I am ready to move ahead.

Harry B. Williams

HBW:bfw

Attachment

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

ATTACHMENT

I have discussed the matter of involving clergymen for the President with Dr. Harold Lindsell, Editor of Christianity Today and also Dr. Harold John Ockenga, President of Gordon-Conwell Seminary in Massachusetts. Dr. Lindsell has agreed to lend his full support, however, for obvious reasons, cannot take the initiative to give leadership to this endeavor.

In my judgment, Dr. Ockenga of Boston would be a superior choice as one to spearhead any attempt to involve clergymen throughout the country. Dr. Ockenga was one of the founders of the National Association of Evangelicals and for more than 20 years, the esteemed pastor of the influential Park Street Church in Boston, one of the great historic churches of Protestantism in the nation. He has served on numerous Boards of Directors of prominent religious organizations and has been the presiding officer of Fuller Theological Seminary, Pasadena, California, one of the nation's leading theological schools.

I have discussed this matter with Dr. Ockenga and he has agreed to serve in any way he may be asked. He enthusiastically supports the President and is prepared to publicly take this position. I have asked him to draft a statement which we may use as a sample statement for other clergymen.

*Mr. Strachan*

Committee for the Re-election of the President

MEMORANDUM

October 10, 1972

MEMORANDUM FOR THE HONORABLE CLARK MAC GREGOR

THROUGH: JEB S. MAGRUDER  
FROM: GLENN J. SEDAM, JR.   
SUBJECT: Clergy and Laity Concerned Committee

Attached is a draft of a letter from me to the General Accounting Office filing a formal complaint against the committee called the "Clergy and Laity Concerned" and their advertisements against the President. A copy of their advertisements is attached as Tab A.

A copy of the letter I would like to send is attached as Tab B.

Your approval to send this letter is requested.

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_

Comment \_\_\_\_\_

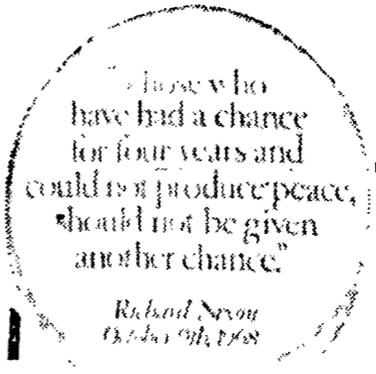
A

“Those who have had a chance  
for four years and could not  
produce peace, should not be  
given another chance.”

*Richard Nixon*

*Santa Monica, California*

*October 9th, 1968*



Those who have had a chance for four years and could not produce peace, should not be given another chance.

Richard Nixon  
October 9th 1968

TO:  
**CLERGY & LAITY CONCERNED**  
475 Riverside Drive, N.Y. 10027  
212-371-7188

This advertisement was paid for by Clergy and Laity Concerned, a religious group supported by 43,000 clergy and lay people throughout the United States. We have labored for the past eight years to help bring peace to Indochina. We believe that the war is a nonpartisan issue, and call on the President, in the name of God, to stop the bombing and the war now.

This advertisement is not authorized, directly or indirectly, by any Federal candidate and no Federal candidate is responsible for any activities of the persons paying for the advertisement.

I want to help pay for this ad and for more ads like it.  
Here's my check for \$100  \$50  \$25  \$10  Other  
 Please send me a contributor's 3½ x 3½-inch button with the Nixon quotation.

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

*Make checks payable to Clergy & Laity Concerned.*

"Let me make one thing clear. Those who have had a chance for 4 years and could not produce peace should not be given another chance."

Richard Nixon, Oct. 9, 1968

### MEMORANDUM:

- During the Nixon years 4,500,000 Indochinese civilians have been killed, wounded or made homeless.
- During the Nixon years 1,500,000 soldiers on all sides have been killed or wounded.
- During the Nixon years 3,700,000 tons of American bombs have been dropped, an average of 2 tons every sixty seconds.
- During the Nixon years the Vietnam war has cost American taxpayers \$59,600,000,000 in direct cost alone.
- During the Nixon years that war has claimed over 20,000 Americans killed, 110,000 wounded, over 500 captured or missing in action.
- During the Nixon years U.S. aircraft have been destroyed in Vietnam valued at \$3,000,000,000 — enough money to buy 100,000 homes for American working people.

### What can you do about it?

First, remember October 9th. Four years later, the war is still not over. Would you want another four years of Vietnam?

Second, fill out the coupon below. Help to make October 9th the most memorable date in the 1972 campaign.

Third, pick up the telephone. Call your operator and get the local numbers for both the Nixon and McGovern campaigns. Call them and ask how you can help in bringing an end to the tragic Vietnam war.

Please send this coupon

To: Clergy and Laity Concerned  
Box 1972, Blair, Nebraska 68009

Please send me a package of materials, including a poster, 2 bumper stickers, a large button and 2 small buttons — all with the message: Remember October 9th!

This is my contribution of:

\$10  \$50  \$20  \$10  \$5  Other

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

B

Committee  
for the Re-election  
of the President

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

October 9, 1972

Mr. Philip S. Hughes, Director  
Office of Federal Elections  
United States General Accounting Office  
441 G Street, N.W.  
Washington, D.C. 20548

Dear Mr. Hughes:

This letter is being sent pursuant to Section 20.10 of the Comptroller General's Regulations to request that action be taken in regard to several clear violations of the Federal Election Campaign Act of 1971.

Enclosed is a copy of an advertisement, sponsored by an organization called "Clergy and Laity Concerned," which appeared in the October 3rd edition of the Washington Post. Similar advertisements ran in other major newspapers on that same day. "Clergy and Laity Concerned" advertisements in the New York Post and the New York Times are two which have been brought to our attention. Each advertisement contains a disclaimer that it is not authorized, directly or indirectly by any Federal candidate, and that no Federal candidate is responsible for any activities of the persons paying for the advertisement. According to public records, "Clergy and Laity Concerned" has not registered as a political committee with the Office of Federal Elections.

The "Clergy and Laity Concerned" advertisements appear directly connected with the McGovern campaign and constitute an attempt to circumvent the "communications media" expenditure limitation provisions of the Federal Election Campaign Act in that the circumstances of the use taken as a whole are such that consent to the ad may be reasonably imputed to the McGovern candidacy.

Even the most casual reader would consider the advertisement a call to defeat the President. The whole thrust of the presentation is to place ridicule upon an opening quotation by the President. The theme is evident: "Four years later, the war is still not over. Would you want another four years of Vietnam?" The advertisement then goes on to seek to recruit McGovern campaign workers. The advertisement urges people to call their local McGovern campaign organization and ask how they

can help "in bringing an end to the tragic Vietnam war." In a thinly disguised attempt to be "non-partisan" and thus avoid "communications media" limitation liability, the advertisement also mentions calling the local Nixon campaign. It would be ludicrous to assume, however, that anyone who positively responds to the "message" that the sponsors of the advertisement seek to convey would want to volunteer in the President's re-election effort.

Furthermore, if a concerned citizen is going to telephone campaign organizations on a non-partisan basis to express his feelings on the Vietnam issue, why stop at Nixon and McGovern? Dr. Spock's views are similar to those expressed by "Clergy and Laity Concerned." He is on the ballot in New Jersey. Why not urge readers of the New York Post and New York Times to contact the Spock organization? How about the Socialist Workers, Socialist Labor, and Communist Parties, all of which have Presidential candidates on the ballot in both New York and New Jersey? Why should the reader not be asked to contact the local American Independent Party organization?

"Clergy and Laity Concerned" goes on to ask for funds -- funds that might well be utilized to sponsor other advertisements in furtherance of Senator McGovern's candidacy.

We ask that you contact each of the newspapers in which this advertisement appeared to determine the identity of the individuals making the expenditures involved and to examine what steps were taken to verify the accuracy of the required written statement that no Federal candidate consented to the advertisement.

We are confident that, based on the blatancy of the pro-McGovern appeal expressed in the advertisements in question, you will find that all expenditures involved should be allocated against Senator McGovern's "communications media" limitation.

Ignoring for a moment the "communications media" limitation issue, "Clergy and Laity Concerned" has clearly violated the Act by failing to register with your office. Section 13.1(a) of the Comptroller General's Regulations requires that every political committee which makes expenditures of over \$1,000 "for the purpose of influencing the nomination or election of any candidate or candidates to the office of President ... of the United

States" register and file reports with your office. It is beyond dispute that "Clergy and Laity Concerned" has expended in excess of \$1,000 for the purpose of influencing the election of Presidential candidates. Even if it could be argued that the advertisements in issue should not be deemed to involve an expenditure positively promoting Senator McGovern, it would be untenable to contend that the advertisement does not derogate the President's stand on the Vietnam issue and thereby seek to negatively influence the President's candidacy.

We have one further complaint with regard to the Washington Post advertisement. Contained within the body of this particular advertisement is the statement:

"a copy of our report filed with the appropriate supervisory officer is (or will be) available for purchase from the Superintendent of Documents, U.S. Government Printing Office, Washington, D. C. 20402."

As you are the appropriate supervisory officer and your office has not received such information, this statement is a blatant falsehood. It was probably inserted in the Post copy at the behest of that newspaper. The fact that the statement is erroneous made no difference to the sponsors of the advertisement. Such a serious violation of the public trust should immediately be referred to the Attorney General for investigation.

This is not the first time that a request has been made to investigate a committee that has not filed a registration statement and requisite financial statements with your office. The fact that this committee has falsely claimed in the advertisement to have filed a report only exacerbates the violation and should be punished to the fullest extent of the law.

I thank you for your consideration of these matters.

Sincerely,

Glenn J. Sedam, Jr.  
General Counsel

Enclosure

Back 10/17

Billy Mills

- Beach L A City Council  
appt by Gov to

no/3

? St Hall Evan Len

Dani will support P  
Me G never came + asked

- will endorse P.

- needs P. call

- Wrong for Connally  
to call

- 213-455-3331

Mayor Sam Yorty - holding  
out for all

- Wants P to call

Attn for P - need pic, etc.

Fidel Poll - out Tues,

no source

Me G - 40% cutback in non-media  
budget.

Gov R R will call H Lee / Finance  
Comm not living up to respon

P - Telegram  
Bruce Miller - change  
Others.

Docum - Sat Night - 10:30-11  
after Mrs Tompos.

Aerial Mail - CWC - 2 Comm's  
Extremely inappropriate  
CM will stop CWC

87 Chapter RW - CM can vote in no stronger  
terms that Lester Maddox - independent.  
- Not dead vote but indep vote.

2 hrs w/ Dean - ~~|||||~~ ↓ 1

Teter - not to do W Va + Wash.

10/20

11:30 - CBS - CM Spe

D.S. - father → ref + volunteer to P.

S analysis of TV - 10/30 - C

What Day - who McG.

S → Reiner re Budget + Evans re \$  
Failor over CWC side bit re No G + CM

9:15 - 2 weeks of Theme

• 1000 welfare + High Taxes

For Pol - surrender in VN, forgetting  
POWs + Amnesty

Kill record landslide,

- let all coup charges go - don't  
respond.

- only desperate, smear tactics

Committee for the Re-election of the President

MEMORANDUM

October 18, 1972  
6:20 p.m.

MEMORANDUM FOR: THE HONORABLE CLARK MACGREGOR  
THROUGH: JEB S. MAGRUDER  
FROM: JON A. FOUST   
SUBJECT: Mrs. Marie Brookter

Mrs. Brookter, a Black woman who is a former member of Senator McGovern's advance staff, would like to advance for the Committee for the Re-election of the President. She left the Senator's staff because of alleged racial discrimination against her. After having received no satisfaction from the Senator's office staff, she made her resignation public and became thoroughly disenchanted with Senator McGovern.

Mrs. Brookter's Democratic credentials go back to 1960. She has worked on both John and Robert Kennedy's, Lyndon Johnson's, and Vice President Humphrey's Presidential campaigns. In addition, she has been involved in Chicago Democratic ward politics and was an alternate to the 1964 Democratic Convention.

On Tuesday, October 17, 1972, Paul Jones and I discussed with Mrs. Brookter the possibility of her working for the Committee. We both feel that she is sincere in her convictions, and Paul feels that she would be a benefit to his campaign. If she were approved to go to work for the Committee, Paul would immediately have her work on the Black Tour which is currently taking place. Paul feels that her main contribution would be derived from her questioning the Senator's credibility on the Black issue.

I have discussed the situation with Al Abrahams and Ed Failor, and they can see some benefit in her joining the campaign staff as a volunteer. Their main objection, which they feel overrides any advantage, is that they feel the press would carry her story as one of our "provocateurs" returning to the fold.

QUESTION

Should we ask Mrs. Brookter to volunteer her time to the Committee and agree to pay for her expenses?

YES \_\_\_\_\_

NO \_\_\_\_\_

Dent - Tom Evans to NY - Resner

Calvin Booggs - TV footage - Rollins

B Timmons/H - Radio tape; need TV copy by Mon.

10/21

Post Sun re G.Wal -

Not to Ref or JSM.

IO via Sloan → Ref → Walters

Time - cover story on bug/spy  
JSM - center of it - feature

9<sup>15</sup>

• McGaspe - a wash; tough pts but  
lost on Welfare Reading

PJB - VP lay \$1,000 back on being On

- just out 100B budget; no Inflation Response

- VP - Border makers - Pa

Reems/Kafare Pous Cou

Hype Conn -

Spotmaster / 5 statements attack McG.F.P.

Mon - Vets - Johnson + Army types

Conn better - drafted; we signed, sent.

(PJB) + 9<sup>15</sup> wants to attack w/ use of DFN

Exp use Welfare this WK

save posture for last wk

-S: Drop Vietnam spe on Sun's

McG - civil disol planned for Mon NY

Need big DFN gathering to

hold Demos to P.

Sun's Mtg w/ P - next week.

S/JSM

\*

DH

Committee for the Re-election of the President

MEMORANDUM

October 19, 1972

MEMORANDUM FOR THE HONORABLE CLARK MAC GREGOR

FROM: GLENN J. SEDAM, JR.

SUBJECT: Cancellation of the Committee's Insurance

As you will note from the attached copy of a letter from Marsh & McLennan to Newell Weed, the insurance coverage on all of our facilities nationwide will be cancelled at noon tomorrow.

On several occasions I have attempted to discuss this subject with the Treasurer of the Finance Committee, Paul Barrick. Paul not only refuses to pay, but also refuses to discuss the matter.

Mr. Barrick's obstinance on this subject, seems curious to me when it is recalled that it was Mr. Stans and Mr. Weed who first arranged this coverage sometime last winter. I learned of the insurance coverage while sitting in on a seminar the Finance Committee held for State Finance Chairmen at the Washington Hilton in February. At that time, Mr. Stans and Mr. Weed explained that the coverage was designed to cover all facilities in all states. They asked that each State Treasurer forward the underwriting data to the agent in Chicago. A form to be filled out for the underwriting data was distributed at that meeting.

Recommendation

To not pay this premium is, in my opinion, poor judgement on the part of the Finance Committee. I form my opinion on the information that the claims against the policy far exceed the premium. If our policy is cancelled, we become a self insurer for the damages done to our headquarters in New York, California and Arizona, the liability for the automobile accident in Iowa in which two persons were killed, the potential liability of members of both Committees arising from several major law suits against us, and other less serious personal injury and property damage claims around the country. In my opinion, it would be sheer folly for us to lose this coverage with the exposure we have with all of our storefronts, all of our offices and all of our people travelling all over the United States.

It is recommended that the policy be paid.

0

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 15, 1972

CONFIDENTIAL

MEMORANDUM FOR THE HONORABLE CLARK MacGREGOR

THROUGH: JEB S. MAGRUDER

FROM: ROBERT C. ODLE, JR.

Attached is our weekly report.

bcc: Mr. H. R. Haldeman ✓

CONFIDENTIAL

## AGRICULTURE

A leaflet entitled "Nobody Bullies Butz" is off the press and will receive national distribution soon. It should be enormously popular.

The most popular bumper sticker at the Nebraska State Fair was one entitled "Farmers: Vote for Nixon or Lose your Butz." It is being produced and distributed by some of our state Farm Families for the President organizations.

McGovern spent a lot of time in farm states and a lot of time on farm issues, particularly the grain sale to Russia. As with other issues, he is attacking the credibility of the Nixon Administration and alleging the existence of an illicit relationship with big business. Butz has responded with some effectiveness, but so far we've been on the defensive on this issue. We arranged for a number of farm state Governors and gubernatorial candidates to help out, and Butz has a good forum at the world plowing matches in Minnesota to do so. By the time the smoke clears, we hope that we'll have McGovern on the defensive.

Our direct mail copy is in final form, and we hope it will be approved soon. It is imperative that production and distribution be accomplished in September, before the fall harvest season begins.

Governor Guy of North Dakota is heading the McGovern rural campaign. He is expected to devote full time to the effort between now and November 7.

## BLACKS

Black surrogates were briefed, scheduled and given the assurance of full support of the Black Vote Division. Scheduling is set for acceleration.

All verbal and written requests for promotional materials were filled, mailings for key states being given priority.

Canvas Kick-Off planning included (1) field staff generating volunteers celebrities, athletes attendance at storefront offices in the 50 key cities; (2) mass mailings to key contacts in the 50 target cities urging turnout of volunteers at the Headquarters.

Through a cultivation of contact with Dr. J. H. Jackson, President, National Baptist Convention with a membership of over 5 million, resulted in his publicly endorsing the President.

Recent communications with Jack Robinson, President, Boston Chapter of the NAACP led to his publicly endorsing the President and changing party registration. This will counter previous adverse NAACP activity.

The following mass mailings were routed: (1) Fact sheet (prepared in-house on employment achievements; (2) Fact sheet on civil rights advancements; (3) Fact sheet on Policy of Parity (Black position paper); and (4) reproduced copies of favorable editorials from Black news media for use by supporters and surrogates.

Reception was held in our honor at the Haitian Embassy leading to organizing a "Haitian for the Re-election of the President Committee" with the Ambassador concurring and supportive (100,000 Haitians in U.S.).

Brochures and newsletters in the amount of 20,000 were distributed at the Grambling-Morgan football game sponsored by the National Urban League in New York.

Field staff operations and surrogates will be used in making contact with Black clergymen throughout the country. Key Black clergymen will be brought to Washington for a briefing after national announcement of Black Clergymen for the Re-election of the President Committee.

Provided surrogate for Louisiana State Chairman. News coverage (TV/radio, newspapers) was favorable.

#### CITIZENS

Volunteer cards are continuing to be processed through our system and have been sent back to the States upon receipt.

So that the 50 canvass centers would have a number of volunteers available for the kick-off on Saturday, the volunteers from the Committees in and around the centers were pulled out and sent to each kick-off Chairman.

Letters were also sent to the 1286 volunteers notifying them of the kick-off and telling them where to report. Representatives from Committee Headquarters were also furnished these names to take with them to the sites.

The main thrust of the Committee continues to be contacting the State Chairmen of our Committees so that we can continue producing volunteers. This is the main responsibility of the Assistant Field Directors.

Committees which do not provide us with a source of volunteers are being reassigned to part-time volunteers so that we can concentrate on Committees which will produce a number of volunteers.

Three Field Directors, Don Brady, Mike Milder and John Wilson, are managing canvass centers in California, St. Louis and Houston, respectively. Louis Laun is in the process of conducting orientation meetings in his assigned States.

We have located and submitted half-time volunteers to spend a number of hours daily for several weeks setting up telephone centers and recruiting others to set up and operate phone centers in Pennsylvania, New Jersey, New York and have made contacts in Texas.

We were asked by Parker's Shop to place Ed Cox in Boston, Massachusetts, on September 18 and in New Haven, Connecticut, on September 25 at noon luncheon events. We have arranged events in both cities.

#### LAWYERS

During the preceding ten days, the National Director has visited Pennsylvania, Northern California, Southern California, Washington, Oregon and Texas. Visits have previously been made to New York, Michigan and Missouri. Within the next seven days, visits are planned for Ohio, Connecticut, Illinois, Maryland, and a number of other states. The primary thrust of each visit has been to obtain a status report of current activities within the state, to solve any problems which may have arisen and to stimulate activity, specifically the conduct of the Lawyers Committee telephone campaign. In each instance, the request by the National Director for a meeting with the State Lawyers Committee Chairman and his committee has stimulated immediate organizational activity and the meetings have, on the whole, been most productive. In each of the eight states which have been visited to date, a lawyers telephone campaign is under way or contemplated for the near future, a mailing to all the lawyers in the state is under way or contemplated, a speakers bureau has been established or will be established, a media monitoring program is under way and the other activities outlined in our program are being undertaken.

Our goal was to visit the target states on or before September 13, the date set for the commencement of the Lawyers Committee telephone campaign throughout the nation in order to stimulate and facilitate conduct of these campaigns in the target states. I believe this has been substantially accomplished although additional support will be required in some areas. Field reports describing each visit will be forthcoming.

SPANISH SPEAKING

National Spanish Speaking Committee for Nixon - Chairman Ed Ridalgo began organizing the committee and contacting Spanish Speaking celebrities. 12 acceptances have been acknowledged to date.

Petition Project - has been sent to printer; will be ready for national distribution by September 15.

La Luz - Coordinated preparation of cover story for October issue with Carlos Conde. Gave final go-ahead on cover design.

Bilingual education film - reviewed film prepared by Vikki Carr; discussed promotional advantages of White House showing for guests and press.

Spanish-Speaking Television and radio spots - gave final approval to Spanish language "education" TV spot; reviewed four radio spots and made recommendations for revisions.

Letter-to-Editor Project - cooperated with Betty Nolan to organize project for Spanish-speaking issues in English and Spanish language papers. Program has been implemented in California and Texas.

Fact Sheets - Additional fact sheets prepared on Puerto Ricans in New York. Translated Drugs, Crime and Record fact sheets into Spanish for East coast dissemination.

16 de Septiembre Celebration - Disseminated quantities of Spanish-speaking fact sheets and other campaign materials to our contacts in key cities with festivities on this Mexican-American holiday.

State Spanish Speaking Chairmen have been appointed in Pennsylvania, Louisiana, Oregon, New York and Virginia.

The Texas plan to open six storefront headquarters has been revised to include two headquarters and at least four roving "Amigo Mobile Headquarters" to hit target areas in Dallas, Houston and San Antonio.

A meeting was held with the New York Committee to improve working relationships between the Rockefeller's Puerto Ricans and the Committee for the Re-election of the President.

Volunteer Fieldman Adrian Marin worked with Maryland, Virginia and D. C. Committees to get organizations started there.

### SPECIAL BALLOTS

The field staff continued to make business contacts with favorable results. To date 130 companies have been contacted throughout the country with only three refusing to use the absentee ballot education program.

44 states have active Special Ballot Chairmen, New Hampshire being the only state without a chairman. Louisiana, Mississippi, Alabama and Georgia will not have a program due to restrictive state absentee voting laws.

Arrangements were completed for distributing both handbills at domestic military bases through Ken Rietz' YVP volunteers and military absentee application forms to the counties near military bases. Advertising copy for military and international newspapers has been approved.

### PLANNING AND STRATEGY

By a substantial 55 per cent to 32 per cent, a majority of voters support the continued heavy bombings of North Vietnamese harbors by the United States.

And, by 64 per cent to 22 per cent, the mining of North Vietnamese harbors by this country is also backed by American public opinion.

The rationale behind public thinking is that "by mining harbors and bombing, the North Vietnamese will come to peace terms faster" -- a view by a 53 percent to 32 per cent margin.

In addition, by 74 per cent to 11 per cent, a lopsided majority supports President Nixon's contention that "it is important that South Vietnam not fall into the control of the Communists."

By a 47 per cent to 35 per cent margin, a plurality of the public now opposes a coalition government in Saigon, if that were the only way to achieve peace in Vietnam.

In other results the Harris Survey reported:

By 56 to 15 per cent the voters also feel that it was "wrong" for McGovern to predict that if he wins the White House in November, General Thieu will flee South Vietnam and a coalition government with the Communists take over.

By 49 to 20 per cent, a plurality of the voters simply do not give credibility to the charge by McGovern's running-mate, Sargent Shriver, that the Nixon administration blew a real chance to achieve peace in 1969, just after it took office, even though the Shriver charges were backed up by Averell Harriman and Cyrus Vance.

By 51 to 26 per cent, a majority of the public does not agree with Senator McGovern's charge that "Henry Kissinger's travels to Paris and Saigon were no more than a publicity stunt that falsely raised hopes for peace."

By 49 to 32 per cent, a plurality of the voters also does not go along with the claims of former Attorney General Ramsey Clark, after visiting Vietnam, that "the U. S. was engaged in immoral and inhuman bombings of hospitals, dikes and other non-military targets which should stop."

Also, in this Harris Survey for the first time a plurality expressed the view that the President has kept his pledge to end the U. S. involvement in the Vietnam war although the margin who feel this way is no better than a narrow 46 to 44 per cent.

In sharp contrast is the indication that 51 to 33 per cent of the voters agree more with President Nixon's approach to bringing home U. S. troops, naval and air forces from Vietnam than with George McGovern's.

Slowly, President Nixon is rallying public opinion back to his position on Vietnam. Much of this renewed credibility on Vietnam has been materially aided by the statements and campaign tactics of George McGovern on the issue.

#### ELDERLY VOTE

Dan Todd was in Chicago regarding the Older Americans program and forum and in Moline participating in the canvass kick-off.

Christine Todd working with OA Chairman and Regional OA Chairmen. There will be two major forums in the state, one in New York City scheduled for the first week in October with Julie Eisenhower.

J. Mills met with various individuals in Pennsylvania in an effort to locate individuals to serve state-wide on OA team.

B. Sykes was in Chicago, Detroit, Columbus and St. Louis organizing the OA super forums in those cities.

<u>COMMITTEES</u>	<u>NATIONAL COMMITTEE</u>		<u>STATE CHAIRMEN</u>		<u>V.C.</u>
	<u>APPOINTED</u>	<u>CLEARED</u>	<u>APPOINTED</u>	<u>CLEARED</u>	
MOTORCYCLISTS	16*	14	47	37	35
OPTOMETRISTS	13*	13*	50*	50*	95
PHARMACISTS	12*	12*	46	42	40
LIFE UNDERWRITERS	13*	13*	48	43	50
SECURITIES	13*	13*	37	24	5
VETERINARIANS	13*	13*	49	48	70
SAVINGS & LOAN	13	10	27	25	20
HIGH PERFORMANCE INDUSTRY	13*	13*	41	39	30
COMMERCIAL BANKERS	11	7	23	16	0
MUTUAL SAVINGS	1*	1*	5*	5*	15
PILOTS	$\frac{20*}{138}$	$\frac{n/a}{109}$	$\frac{n/a}{373}$	$\frac{n/a}{329}$	$\frac{n/a}{360}$

\* completed

Committee for the Re-election of the President

MEMORANDUM

November 2, 1972

MEMORANDUM FOR: MR. GORDON STRACHAN  
FROM: BOB MORGAN *Bob Morgan*  
SUBJECT: "Get Out the Vote" Telegram -- Recapitulation

This final mailing was scheduled for delivery on November 2 to avoid all possibilities of delivery after November 7. Delivery has started early in all states. Some deliveries reported to date follow:

<u>LOCATION</u>	<u>DELIVERY</u>
Los Angeles County	October 27, 28, 30, 31 November 1
Remainder of California	October 31, November 1
Baltimore	October 28, 30, 31 November 1
Remainder of Maryland	October 31, November 1
Pennsylvania	November 1
Connecticut	November 1
Illinois	November 1
Michigan	November 1

A summary of the 8,220,846 "Get Out the Vote" telegrams is attached as TAB A. It shows the quantity by state and breakdowns by party when available.

A summary of the delivery schedule by state along with the initial delivery city is shown as TAB B. The delivery city is also the city name that appears on the pre-cancelled 5¢ stamp.

We are virtually assured of 100% delivery before November 7, of all telegrams. There will be a few instances where stamps fall off or addresses are incorrect from the voter registration files, but all deliverable mail will be received.

Attachments:

TAB A

TAB B

cc: Mr. Jeb S. Magruder  
Dr. Robert H. Marik

"GET OUT THE VOTE!" TELEGRAMS

	REPUBLICAN	NON-REPUBLICAN "FORS"	TOTAL TELEGRAMS
CALIFORNIA	2,055,961	432,328	2,488,289
CONNECTICUT	249,783	92,732	342,515
ILLINOIS	53,061	450,019	503,080
MARYLAND	263,068	142,103	405,171
MICHIGAN		175,659	175,659
NEW JERSEY	400,847	168,625	569,472
NEW YORK	588,299		588,299
OHIO	565,836	255,087	820,923
PENNSYLVANIA	1,642,973	182,691	1,825,664
TEXAS	<u>          </u>	<u>501,774</u>	<u>501,774</u>
	<u>5,819,828</u>	<u>2,401,018</u>	<u>8,220,846</u>

DELIVERY SCHEDULE

<u>STATE</u>	<u>DELIVERY CITY</u>	<u>DATE RECEIVED</u>	<u>ONE DAY TO PROCESS</u>	<u>SCHEDULED DELIVERY</u>
CALIFORNIA	Los Angeles	10-26/27	10-27/28	11-2
CONNECTICUT	Hartford	10-27	10-28	11-2
ILLINOIS	Chicago	10-30	10-31	11-2
MARYLAND	Baltimore	10-28	10-30	11-2
MICHIGAN	Detroit	10-28	10-30	11-2
NEW JERSEY	Camden	10-27	10-28	11-2
NEW YORK	New York	10-31	11-1	11-4
OHIO	Columbus	10-28	10-30	11-2
PENNSYLVANIA	Pittsburgh	10-28	10-30	11-2
TEXAS	Dallas	10-30/31	10-31 11-1	11-3/4

*E. Strachan*

Committee for the Re-election of the President

MEMORANDUM

October 29, 1972

CONFIDENTIAL

MEMORANDUM FOR: MR. CLARK MAC GREGOR  
THROUGH: MR. JEB S. MAGRUDER  
FROM: L. ROBERT MORGAN  
SUBJECT: 'Get Out the Vote' Telegram -- Possible Questions

The "Get Out the Vote" telegram is scheduled for delivery on November 2; however, with the postal service as it is, it might be received as early as Tuesday the 31st or as late as Saturday the 4th of November. It is possible that the press might address questions to you regarding the legality of the telegrams. I am attaching the position paper written by Glen Sedam about the telegrams' legality. Glen Sedam's conclusions on page 4 of his summary follows:

"It is unlikely that Western Union would attempt to litigate such a weak case as presented on these particular facts. We can go ahead with our plans to continue using the telegram envelope, together with: the word 'Telegram'; the color yellow; and the transparent window. In designing other telegram envelopes it is important to be mindful that infringement or the likelihood of legal action will be a function of the degree to which we borrow the characteristics of Western Union's telegram envelope. Since theories of law other than trademark are available to a litigious trademark owner, it would be advisable to allow us to confer with you on any new design, a prudent approach being a case by case analysis."

Seven (7) quality control steps were implemented to virtually insure that 100% of the telegrams were sent out perfect. But even with these efforts we have to anticipate that some telegrams will be received without postage because the stamp has fallen off. You might also get questions about stamps that are put on

CONFIDENTIAL

- 2 -

crooked or upside down, although we expect this to be held to an absolute minimum.

In California the press picked up on talk shows and television questions about our 5¢ pre-cancelled stamp which is legally authorized for third-class bulk mail. The envelopes have been cleared by the Post Office and the words "bulk rate" appear on the upper right-hand corner of the envelope. The intention of the stamp is to get first-class acceptance by the voter.

At the time of this writing, all of the telegrams have been sent to the various states for delivery except Texas which will go out October 30 and 31.

Attachment:  
TAB A - Position Paper

cc: Dr. Robert H. Marik

Committee for the Re-election of the President

MEMORANDUM

August 7, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR: MR. L. ROBERT MORGAN  
FROM: GLENN J. SEDAM, JR.  
SUBJECT: Telegram Envelopes

You have asked us to consider whether the "telegram" envelopes used by the California Committee to Re-elect the President can be distributed without serious fear of infringing the Federally registered trademarks of the Western Union Telegraph Company. In reviewing the legality of this use of the "telegram" envelope, we have also considered the likelihood of Western Union's successful initiation of a trademark infringement lawsuit, which presumably would be primarily directed at enjoining the future use of the word "telegram" and the telegram envelope format.

It is our conclusion that this particular use of the word "telegram," the telegram envelope format, the transparent window, and the color yellow is permissible. The initiation and successful disposition of a trademark infringement lawsuit by Western Union appears to be unlikely at this time.

The need for determining the legality of using the telegram envelope arose out of a letter from the Western Union Office Manager in Los Angeles [Item A] requesting the California Committee to discontinue using the telegram envelope. In this letter dated July 13, 1972, Office Manager F.S. Jones stated that Western Union's trademark registrations with the United States Patent Office [Items B and C] protect "colorable imitations" of the Western Union trademarks. He alleges that the California Committee infringed or appropriated these trademarks by using a colorable imitation of : Western Union's telegram format; Western Union's yellow color together with a transparent window; and by inference, the word "telegram."

In trademark law, the general rule applied to a question of trademark infringement requires that in order to succeed in a trademark infringement lawsuit the trademark owner must prove the following two elements: (1) the originality of his trademark; (2) that there is a likelihood of "confusing similarity," that is the consumer, here the receiver or addressee, will likely be confused as to the source, origin or sponsorship, etc., of the California Committee's telegram envelope.

In reviewing the questions presented we will apply the two elements of proof generally required in trademark infringement lawsuits to the two basic categories of alleged use by the California Committee of a colorable imitation: (1) the word "telegram;" (2) color, design, and format of the telegram envelope.

(1) The Word "Telegram"

Western Union would be unable to prove the first element of "originality" of the word "telegram," and it follows that Western Union would be unable to prove "confusing similarity." Registration of a trademark will afford the owner of the registration with a limited form of exclusive use of the trademark. It does not grant a monopoly to each and every aspect of what is represented on the registration forms. See Items B and C. The word "telegram," although it appears on Western Union's registration forms, is not an original term. Rather, it is a generic term, descriptive only of the object itself and it is not descriptive of the source.

This can be further explained by example. By reason of common usage, the "-cola" portion of the "Coca-Cola" trademark became a generic and descriptive term to which the courts would not grant the Coca-Cola Company protection against appropriation by a competitor such as "Dixi-Cola." In a case analogous to the California Committee's use of the word telegram and telegram envelope format is Postal Telegraph Cable Co. v. Livermore & Knight Co., 188 F.2d b96 (1 Cir. 1911) [Item D] the Court denied the telegraph company's request to enjoin an advertiser's use of the word "telegram" as well as the telegram envelope. The Court was of the view that this use by the advertiser was merely to attract attention and did not constitute an infringement which the Court would enjoin.

(2) Color, Design and Format of the Telegram Envelope

In comparing the similarity of the California Committee's telegram envelopes [Items E and F] with that of the standard Western Union telegram envelope [Item G] the characteristics of color, design and format must be viewed as a whole, and not merely the color, transparent window or the word "telegram."

California Committee Telegram Envelopes

Item E. This telegram envelope which is pale yellow in color and 7 3/4" X 3 3/4" in dimension has on the front: a small transparent window 3" in length positioned to the right side of the envelope with the enclosed name and address in typed print; the word "TELEGRAM" printed in large, black, capped, block letters positioned on the upper left corner; a return address printed in small, black, capped letters positioned above and below the word "TELEGRAM;" a bulk mailing permit set out in black lettering in the upper right corner. On the back is printed in very large, black, lower case, block lettering "Re-elect the President."

Item F. This telegram envelope which is white in color and 7 3/4" X 3 3/4" in dimension has: a small transparent window 3" in length positioned to the right side of the envelope with the enclosed name and address in typed print; the word "telegram" in large, blue, lower case, block letters positioned above the window; two broad, horizontal stripes, one in red and one in blue extending across the length; a return address printed in small, blue, capped letters above the word "telegram;" a bulk mailing permit set out in blue lettering in the upper right corner which is bordered above and below by red stripes. On the back is printed in very large, lower case, block lettering "Re-elect" in red and "the President" in blue.

#### Western Union Standard Telegram Envelope

Item G. This telegram envelope which is yellow in color and 6 1/2" X 3 1/2" in dimension has: a brown background for the large, yellow, lower case, block lettering logo "w u" in the upper left corner, the words "western union" and the word "telegram" in the upper right corner; a transparent window 6 1/4" in length with the enclosed name, address, and various code numbers typed in heavy black teletype. On the top part of the back is printed on a brown background in the same manner as on the front the logo, "western union," and "Telegram."

Confusion amongst consumers as to source, origin, sponsorship, etc. of the California Committee's telegram envelopes is not likely. The California Committee's color, design and format of its telegram envelopes are considerably dissimilar and distinctive from that of Western Union. For example such relevant characteristics can be singled out as: dimensions of the envelopes, transparent windows and lettering; positioning of the words, only one of which, "telegram," are in common; existence of considerably more words on the California Committee's envelopes such as return address, bulk mailing permit, and political slogan; color of the lettering and envelopes; the absence of the logo "w u", the words "western union," and the brown background, etc.

It can be said that it is fairly obvious that the telegram envelope is a directly mailed political advertisement and not a "Western Union" telegraph-wired message. Merely because the postal authorities may have confused the source of the item thinking it to be Western Union would not provide Western Union with a colorable argument. At best the F.S. Jones letter has presented an inference and a very weak case.

Western Union does not have a virtual monopoly on the color yellow, or yellow envelopes with transparent windows as the F.S. Jones letter would have us believe. Registration of a trademark will not afford protection to these characteristics individually but they will be considered along with the other characteristics, such as stated above, under the various theories of trademark law in determining confusing similarity generally.

Clearly Western Union could obtain an injunction to prevent the use by a competitor of the logo "w u" or the words "western union" and perhaps their integrated variations with other characteristics of the telegram envelope. We are not faced with that situation here.

#### RECOMMENDATION AND CONCLUSION

It is unlikely that Western Union would attempt to litigate such a weak case as presented on these particular facts. We can go ahead with our plans to continue using the telegram envelope, together with: the word "Telegram:" the color yellow; and the transparent window. In designing other telegram envelopes it is important to be mindful that infringement or the likelihood of legal action will be a function of the degree to which we borrow the characteristics of Western Union's telegram envelope. Since theories of law other than trademark are available to a litigious trademark owner, it would be advisable to allow us to confer with you on any new design, a prudent approach being a case by case analysis.

cc: Mr. Jeb S. Magruder  
Mr. Frederic V. Malek

western union

F. S. JONES  
OFFICE MANAGER

July 13, 1972

Mr. Ronald Reagan  
Chairman, California Committee  
for the Re-election of the President  
1670 Wilshire Boulevard  
Los Angeles, California 90017

Dear Sir:

Enclosed are a number of pieces of mail originating from your organization which was returned to us with postage due by the post office. Therefore, we request that you reimburse us in the amount of \$5.10 for this expense.

For your information, trademark registration numbers 344,043 and 342,336 (copies attached) have been granted to western Union by the U. S. Patent Office, giving western Union the exclusive right to the format shown in the registration and to any colorable imitations thereof. However, we wish to stress the fact that our proprietary rights in our trademarks derive from our use of the mark.

As to the color "yellow," which is traditionally associated with Western Union, the following argument is applicable here, to wit: "When a color is used in connection with some definite arbitrary symbol or in association with some characteristic which serves to distinguish the article as originating from the particular source, the color is protectible." We can think of no greater association of color with a characteristic indicating origin than imitation of the color in connection with two of our company trademarks. The cases applicable to

745 SOUTH FLOWER STREET, LOS ANGELES, CALIF. 90017  
(213) MADISON 7-4321 EXT. 385

Mr. Ronald Reagan  
July 13, 1972  
Page 2

the above point are cited as follows:

American Chain Co. v. Carr Chain Work, Inc.  
141 Misc. 303 - 252 N.Y.S. 860

Buffalo Yellow Cab Co. v. Baureis  
132 Misc. Rept. 654 - 230 NY.S. 343

Helmet Co. v. Wm Wrigley, Jr. Co.  
245 F. 824

Marshall Mfg. Co. v. Verhalen  
163 S. W. (2nd) 665

Clinton Mfg. Co. v. Crawford Auction Mfg. Co.  
12 S.W. (2nd) 1098

Barbasol Co. v. Jacobs  
160 F (2nd) 336

Please note that there are two separate instances of imitation in this case. One is the use of the "Telegram" format, the other is the yellow "Telegram" envelope with the transparent window. Western Union has made over two billion uses in the past of such an envelope.

In view of the above, we believe you will wish to discontinue the use of this stationery once you understand our position in the matter.

May we please have the assurance of your discontinuance and reimbursement of \$5.10 by return mail.

Cordially,



lf

Enc.

transmission of messages by means of telegraphy

Date of First Use: March 1, 1969

Date of First Use in Interstate Commerce: March 1, 1969

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(10-65)  
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CLASS	FILING DATE	SERIAL NO. (SERIES OF 1956)

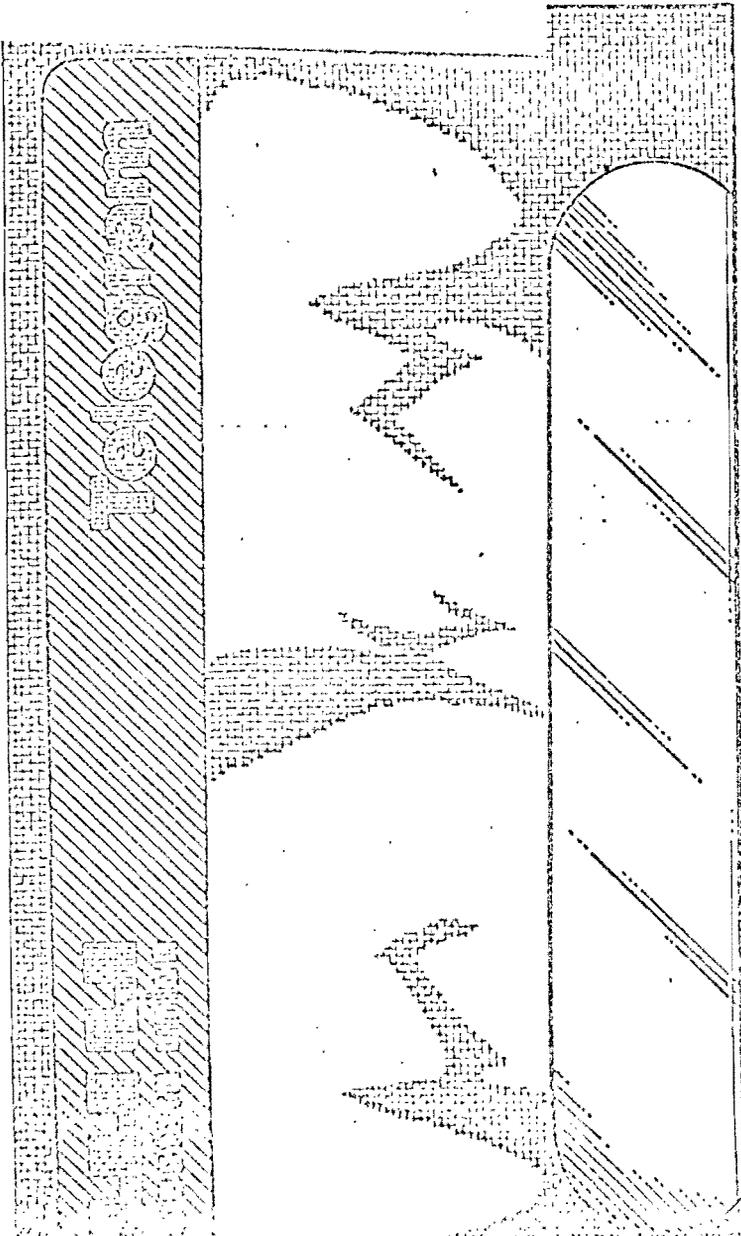
THE WESTERN UNION TELEGRAPH COMPANY  
60 HUDSON ST., N. Y. CORP.  
NEW YORK, N. Y. 10013

APPLICANT

MARK

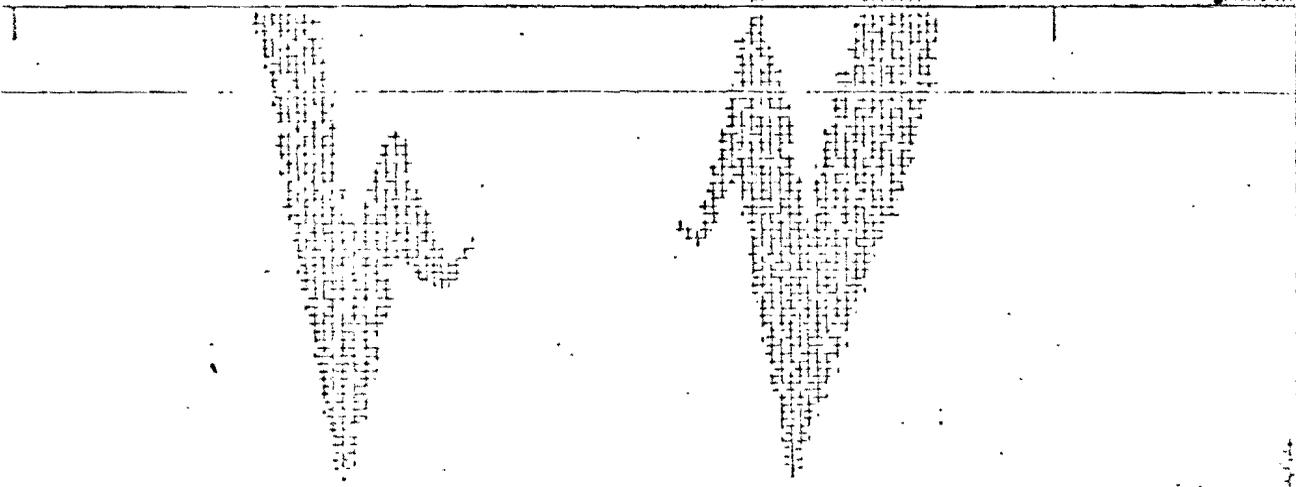
WESTERN UNION TELEGRAM WU AND DESIGN 6851

MICHAEL I. BORSSELL  
60 HUDSON ST.,  
NEW YORK, N. Y. 10013



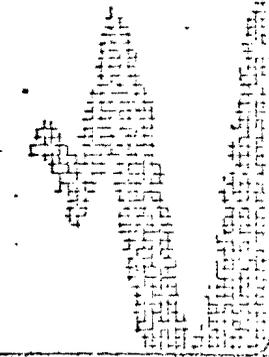
REG. U.S. PAT. & TM. OFF. DES. DIV.

Telegram



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Commerce  
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TRADEMARK  
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(Over).

101	OCT. 31, 1969	342 336
CLASS	FILING DATE	SERIAL NO. (SERIES OF 1956)
THE WESTERN UNION TELEGRAPH COMPANY 60 HUDSON ST., N. Y. CORP. NEW YORK, N. Y. 10013		
APPLICANT		MARK 6834
WU WESTERN UNION TELEGRAM AND DESIGN		
MICHAEL T. BORSELLA 60 HUDSON ST., NEW YORK, N. Y. 10013		



Use of messages by means of telegraphy.  
Date of First Use: On or about March 1, 1969  
Date of First Use in Interstate Commerce: On or about  
March 1, 1969

order was held to have been arbitrarily and unlawfully issued, and the woman was married pending the decision on that question.

A marriage entered into under circumstances such as are here disclosed could hardly have been free from intent thereby to avoid deportation, whether otherwise in good faith or not. The bare fact of marriage to a citizen since the deportation order being all that is relied on, I must decline to issue the writ.

Petition denied.

POSTAL TELEGRAPH-CABLE CO. v. LIVERMORE & KNIGHT CO.

(Circuit Court, D. Rhode Island. August 2, 1911.)

No. 2,752.

1. TRADE-MARKS AND TRADE-NAMES (§ 70\*)—UNLAWFUL COMPETITION—MIMICRY—DECEPTIVE IMITATION.

Where defendant, manufacturing advertising specialties, put out an envelope similar to those used by complainant telegraph company to inclose bona fide telegrams, intending that the envelopes should be used for advertising purposes, the word "Telegram," printed thereon, being used to attract attention and to distinguish the envelope, which was intended to be sent through the mail, from ordinary mail matter, but it also appeared that the momentary deception that the envelope contained a telegram was immediately dispelled on opening the envelope and seeing that it was merely an advertisement, such similitude was mimicry, rather than deceptive imitation.

[Ed. Note.—For other cases, see Trade-Marks and Trade-Names, Dec. Dig. § 70.\*]

2. TRADE-MARKS AND TRADE-NAMES (§ 70\*)—UNLAWFUL COMPETITION—BILL—ACTUAL INJURY—INFERENCE.

Defendant, manufacturer of advertising specialties, manufactured and sold envelopes in imitation of those used by complainant telegraph company for telegrams, intending that they should be used for advertising matter sent through the mail. Complainant sued to restrain such use, alleging that the envelopes were used to deceive the public and cause them to believe that they were the envelopes of the complainant, and that they contained messages transmitted over complainant's wires and delivered by complainant; that defendant's envelopes had been generally mistaken by the public, by the postal authorities, and especially by complainant's patrons, for the envelopes of complainant, and had induced the public and complainant's patrons to give to the envelopes that prompt and immediate attention which was usually given to telegraphic messages; and that the same would cause annoyance to complainant's patrons and an injury to complainant's business. *Held* that, since the use of such envelopes if deceptive at all, the deception was merely momentary and not deceitful, complainant's claim of injury was derived entirely from inferences based on another inference, and that the facts were insufficient to establish actionable injury.

[Ed. Note.—For other cases, see Trade-Marks and Trade-Names, Dec. Dig. § 70.\*]

Unfair competition in use of trade-mark, see notes to *Scheuer v. Muller*, 20 C. C. A. 165; *Lare v. Harper & Bros.*, 30 C. C. A. 376.]

In Equity. Bill by the Postal Telegraph-Cable Company against the Livermore & Knight Company. Demurrer to bill sustained.

\*For other cases see same topic & § NUMBER in Dec. & Am. Digs. 1907 to date, & Rep'r Indexes

Edwards & Angell, for complainant.  
Comstock & Canning, for defendant.

BROWN, District Judge. The complainant charges the defendant with imitation of the envelopes in which complainant's telegrams are delivered.

Appended to the bill are Exhibits A and B of different styles of envelope used by the complainant. The alleged imitation is also appended as Exhibit C.

The imitation is not close, but upon demurrer the allegation that the defendant's envelopes have been mistaken for those of the complainant requires us to assume for this demurrer that the defendant's envelopes are somewhat imitative. While it is doubtful if the exhibits themselves establish a deceptive imitation, yet, if supplemented by evidence of actual deception, this might support the bill in this particular.

The defendant is a manufacturer of advertising novelties, and Exhibit C is an imitation of an envelope for telegrams. It is alleged that they are made in the likeness of the envelope of the complainant—  
"for the purpose of deceiving the public, and causing them to believe the said envelopes of the defendant are envelopes of the complainant, and to believe that said envelopes of the defendant contain messages transmitted over the complainant's wires and delivered by the complainant aforesaid."

The defendant makes said envelopes for sale to its customers to use for advertising purposes. They are so constructed that upon being opened they unfold, and upon the inside surface is a space for printing advertisements.

[1] It is evident from an examination of Exhibit C that the word "Telegram" is used to attract attention and to distinguish the envelope, which is intended to be sent through the mail, from ordinary mail matter. It is also apparent that, if there is a momentary deception and a momentary false belief that the envelope contains a telegram, this is immediately dispelled upon opening the envelope and seeing that it is merely an advertisement. This is mimicry, rather than deceptive imitation.

[2] From the allegations of the bill it is very clear that the defendant does not design to secure for itself or for its customers any of the telegraphic business of the complainant. It is doubtless intended by the manufacturer that an impression shall be created on the mind of the receiver by the word "Telegram," though it is doubtful whether it is within the design or purpose of the defendant that the receiver should gain the impression that it is a telegram from any particular company.

Assuming, however, that the envelope might convey both the impression of a telegram and the impression of a telegram from the complainant, we have to inquire whether, as the ordinary elements of a case for the infringement of a trade-mark or for unfair competition are wanting, the complainant has stated a case entitling it to equitable relief. The bill alleges that the—

"defendant's envelopes have been generally mistaken by the public, by the postal authorities, and especially by the complainant's patrons, for the en-

velopes of the complainant, and have induced the public and the complainant's patrons to give to said envelopes that prompt and immediate attention which is usually given to telegraphic messages of the complainant."

This feature, however, can hardly be attributed to any special imitation of complainant's envelope, but would doubtless be due to the fact that the envelope purported to contain a telegram, by whatever company transmitted and delivered. It is alleged that because of this prompt attention, and because of deception, there has resulted in the past, and is likely to result in the future, loss of time to the public, and especially to complainant's patrons. It is further alleged that the receipt of said deceptive envelopes has caused alarm in the past, and is likely to cause alarm in the future, to the public and the complainant's patrons; but it is obvious that no special alarm could arise from the false belief that the telegram came from the complainant company, rather than from any other company, and if imitation telegrams, like genuine telegrams, are likely to cause alarm to the receiver, this cannot be regarded as a substantial ground for the intervention of equity. To cause alarm by sending a real telegram or an imitation telegram under ordinary circumstances, and save for very exceptional surroundings, would be *dammum absque injuria*.

It is also alleged that the advertisements appearing upon certain of the envelopes have been of an offensive character. This, however, seems an irrelevant allegation, since there is nothing to show that the defendant is responsible for the special character of advertisements which its customers may place upon the advertising device.

It is alleged that by reason of the facts above stated the public, and particularly the complainant's patrons, have become hostile to these envelopes of the defendant and dislike to receive them, and are greatly displeased and annoyed thereby, and, further, that many of the recipients of said envelopes have believed, and many future recipients are likely to believe, that the complainant has permitted the use of said device by those whose goods are advertised, thereby permitting the public to be deceived and annoyed.

There is a certain inconsistency between the contention that there is any substantial deception, and the contention that receivers are likely to believe that the complainant has permitted them to be annoyed. The annoyance would result only when the receiver is deceived and no longer believes that he has received a telegram.

Upon the face of the bill it is somewhat difficult to believe that a person who, upon opening the envelope, finds that it is not a telegram, should continue to believe that it was sent by the complainant, and not by the advertiser whose name or goods would necessarily be clearly displayed in order that the advertisement should have value. It can hardly be said that a belief that the complainant was guilty of annoyance to the receiver of the imitation telegram is a natural consequence of the defendant's act in putting the imitation envelopes on the market. Upon discovery of the fact that the pretended telegram was merely an advertisement, the natural conclusion would be that there was no connection with the telegraph company. Though it was stated at the bar that such belief had in fact been held, it would require proof

of repeated instances of this character to rebut the natural presumption that the advertisement would entirely discharge the complainant from all connection with the sending of the advertising device. The likelihood that an inference would arise in the mind of a person annoyed that the complainant was guilty of participation in this annoyance is followed up by the allegation that the recipients so believing are likely to become hostile to the complainant and to cease to use its service.

It must be admitted that these allegations upon their face, though skillfully phrased, are in substance but little more than inference, based upon inference, and rather far-fetched inference at that. The theory is that a man who receives a bogus telegram will be annoyed upon finding that it is not a telegram, that upon finding that it is not a telegram he will believe that the telegraph company is responsible for his annoyance, and that because of this belief he will not use the telegraphic service of the complainant, but will use some other company instead.

In *Cunard Steamship Company v. Kelley*, 126 Fed. 610-615, 61 C. C. A. 532, the Circuit Court of Appeals for this circuit had occasion to deal with the question of inferences from inferences, citing *U. S. v. Ross*, 92 U. S. 281-283, 23 L. Ed. 707; *U. S. v. Pugh*, 99 U. S. 265, 25 L. Ed. 322; *Manning v. Insurance Co.*, 100 U. S. 693, 25 L. Ed. 761; *First Nat. Bank v. Stewart*, 114 U. S. 224-231, 5 Sup. Ct. 845, 29 L. Ed. 161. While differing in circumstances, the criticism in these cases of the argumentative process of drawing inferences from inferences seems especially pertinent, in view of the fact that the present bill contains no allegation that any person has actually become so hostile to the complainant as to cease to use its service.

The complainant recognizes the necessity of establishing in this case some actual or probable injury to its property rights. It asserts that the acts of the defendant are calculated to cause irreparable damage to the good will of the complainant's business; and yet, after we have discarded the irrelevant allegations of the bill, the complainant's case, so far as the aspect of loss of patronage is concerned, is in substance this: One who receives defendant's envelope thinks he has a telegram. He opens it, and finds it is not, and that he has been deceived, and is angered. He thinks, in spite of the advertisement, that the complainant is a party to the trick which has been played upon him, and becomes so seriously offended that he will go to the trouble of avoiding the use of the complainant's telegraphic service.

It is further alleged that if the defendant is not enjoined the recipients of the imitation envelopes are likely to be so accustomed to receiving the same that they will no longer give to real telegrams the prompt attention they usually receive, and that genuine telegrams will be either discarded or examined at the addressee's leisure, whereby the complainant's service will be impaired.

The suggestion made by defendant's counsel at the argument is pertinent. Telegraphic messages are usually sent by messenger; the defendant's device invariably by mail. This reduces the likelihood of mistake of this character to a minimum.

The substance of the argument is, if the cry of telegram is repeated when there is no telegram, it will not be heeded when the telegram comes. The logic of *Hyslop*, however, seems hardly applicable to the present case, or to make it at all probable that persons will give no heed to an envelope purporting to contain a telegram, because it is more probable that it is an imitation than a real telegram.

These are the only particulars in which it is suggested that the business associated with the complainant's envelopes is likely to be injured. The bill in my opinion is defective, in that it fails to show that any actual injury to the complainant in these particulars has occurred, though the defendant's envelopes have been upon the market about a year.

In the absence of actual injury in the past by loss of service or impairment of the attention to be given to its envelopes, the probability of future injury is too weak, and the bill must be regarded as a statement of far-fetched apprehensions which do not seem to be justified as inferences from any facts stated in the bill. It is difficult to believe that any serious apprehension of the impairment of complainant's business is the actual ground for bringing this bill. If the complainant's customers have been annoyed by the character of advertisements printed upon these advertising devices, if they have been put to trouble by being informed that they had received a telegram when there was no telegram but only an advertisement, if they are alarmed at telegrams, or if they are seriously irritated at small things, such as the momentary deception which would follow the receipt of one of these envelopes, all this may be a reason why the complainant desires to stop the defendant from making them; but it is hardly a reason for believing that the complainant will suffer in its property rights and be subjected to pecuniary loss.

While the complainant may deem it a duty to prevent the defendant from bothering the complainant's customers by this sort of mimicry, it can hardly accomplish this by a bill in equity, which is merely imitative of a bill for the protection of property rights, or for the prevention of pecuniary injury.

I have failed to find in the bill any allegations of an actual obstruction or interference with the complainant's business, or which tend to show that its business is at all likely to be obstructed or interfered with.

Cases may be imagined in which an unauthorized use of an envelope bearing a name or address which is not that of the actual sender would so probably lead to mistake, confusion, or actual deception as to justify an injunction, even though no actual harm had been done before the filing of the bill. The creation of many opportunities for actual injury to a complainant by such a course might establish a case of threatened injury which equity would enjoin. Such a case, however, is not presented by this bill.

The use of various kinds of imitative devices, to attract attention, is very common in the art of advertising. As the law does not take too seriously the mere puffing of goods, and expects the purchaser's common sense to guard him from statements which in ethics, though

not in law, may be classed as deceitful, so it should hardly give serious regard to such momentary deception as results from the ordinary imitative advertising device. A momentary deception generally causes amusement, rather than gives offense. Its effect as an advertisement depends upon surprise, and thus it is usually but short-lived.

In the law of deceit there is required not merely a false statement; justifiable reliance thereon is also an essential element. A false statement, made with the intent that it shall be immediately discovered to be false, may rob a man of a moment of his attention and may be classed as a good joke or a bad joke, but can hardly be put into the catalogue of legal deceit or legal or equitable fraud.

Upon the facts, as distinguished from the inferences and assumptions, I am of the opinion that, while the defendant's device is broadly imitative of a telegram, the complainant is not affected in any of its property rights in this respect; that so far as there are any imitative features, which might serve to point to the complainant as distinguished from other telegraph companies, the device is not calculated to deceive in the substantial sense in which that term has been used in the law. At most it is calculated to produce a momentary deception of such trivial character that any serious action based upon it prejudicial to complainant would not be a natural and probable consequence of such deception.

The novelty of this bill is admitted by the complainant. This, of course, is not a reason for denying relief, provided it is made to appear that complainant's rights or property are in such substantial peril that they need protection. I have considered, however, whether the complainant might not be able to aid its case by proofs; but we may accept the allegation that many persons have been deceived for the purposes of this demurrer as fully as if the complainant had produced many witnesses to a momentary deception. I have also considered the possible effect of proof that many of the recipients of said envelopes have believed that the complainant had permitted the use of said device; but this, to be of consequence, must be coupled with a finding that because of this belief they are likely to become hostile. I hardly think that proof, unless of the most extraordinary character, is possible that any considerable number of persons have both believed the complainant responsible and have actually become hostile. If such is indeed the fact, complainant may amend its bill by positive allegation to that effect. The allegation that many have so believed is all there is of fact; the likelihood that many will in future so believe and become hostile is a matter which is purely inferential, and which the court can deal with on demurrer.

In disposing of this case it should be said that the deception charged is merely of a momentary character, for the purpose of attracting attention, and that the defendant cannot be said to have contemplated, or to have been under the duty of contemplating or foreseeing, any impairment of the complainant's business, and has not designed to get any of the complainant's trade. So far as the bill states merely the apprehensions of the complainant, I am of the opinion that the

defendant had no reasonable cause to entertain the same apprehensions. That an indignation so slight, so momentary, could produce anything more than a mere trivial annoyance, not amounting to legal injury, it is difficult to believe.

It is perhaps unnecessary to say that it is not intended to hold broadly that no legal damage is possible from the unauthorized use of complainant's envelopes or other insignia in connection with telegraphic service, as distinguished from articles of merchandise. The use of a fraudulent badge to attract passengers for coaches was held a ground of liability in *Marsh v. Billings*, 7 Cush. (Mass.) 322, 54 Am. Dec. 723. Neither is it intended to hold broadly that such imitation is always justifiable, where damage is not pecuniary. Cases may arise which would require the intervention of a court of equity to protect against repeated annoyances of a serious character; but so far as this bill is framed to protect the public from trivial deception, alarm, and such loss of time as may be expended in opening an advertisement, it is without a precedent and I think without merit. So far as it seeks to protect the complainant's good will, I am of the opinion that it fails to show any past impairment or any reasonable anticipation of future impairment.

The only injuries complained of are those which are to occur in the future, and I am of the opinion that, until the complainant has found by actual experience an instance in which its anticipations are fulfilled, the bill is prematurely brought. In other words, such remote possibilities of injury as are to be inferred from the facts stated in this bill do not constitute such substantial ground as is essential to invoke the intervention of a court of equity.

Demurrer is sustained.

In re JUDSON et al.

(District Court, S. D. New York. May 12, 1911.)

1. BANKRUPTCY (§ 143\*)—ASSETS INTEREST IN LIFE INSURANCE POLICY—ASSIGNMENT.

Bankruptcy proceedings having been instituted against a firm consisting of father and son, the father committed suicide prior to adjudication, leaving certain life policies, payable to his wife and children, share and share alike. He left him surviving a wife and three children, one of whom was a son also bankrupt. *Held*, that the son had an interest in such policies prior to his father's death which constituted property he was bound to schedule, and, being transferable by the son as a chose in action, such interest passed to the trustee in bankruptcy under Bankrupt Act July 1, 1898, c. 511, § 70a, subd. 5, 30 Stat. 565 (U. S. Comp. St. 1901, p. 3451), vesting a trustee with the bankrupt's title to all property which, prior to the filing of the petition, he could by any means have transferred; the policies not being within the proviso of such section relating to insurance policies having a cash surrender value payable to the bankrupt, his estate, or personal representatives.

[Ed. Note.—For other cases, see Bankruptcy, Dec. Dig. § 143.\*]

2. BANKRUPTCY (§ 138\*)—INSURANCE POLICIES—INTEREST TO BANKRUPT.

Where a deceased bankrupt had no valuable interest in certain policies of his life not voided by suicide, he having borrowed beyond his interest

\*For other cases see same topic & § NUMBER in Dec. & Am. Digs. 1907 to date, & Rep'r Indexes

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3. BANKRUPTCY  
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3670 Wilshire Boulevard / Los Angeles, California 90017

# TELEGRAM

Address Correction Requested

100% RATE  
U.S. POSTAGE  
PAID  
California Campaign  
For 1984  
Of the President

RETURNED  
TO  
SENDER  
Postage Due

*gone  
no  
order*

MR. MARVIN L. ROSENBLUTH  
1001 FL VICO ST.  
LA CANADA, CA 91011

Re-elect  
the President

Committee for the Re-election of the President

MEMORANDUM

August 7, 1972.

CONFIDENTIAL

MEMORANDUM FOR: MR. L. ROBERT MORGAN  
FROM: GLENN J. SEDAM, JR.  
SUBJECT: Telegram Envelopes

You have asked us to consider whether the "telegram" envelopes used by the California Committee to Re-elect the President can be distributed without serious fear of infringing the Federally registered trademarks of the Western Union Telegraph Company. In reviewing the legality of this use of the "telegram" envelope, we have also considered the likelihood of Western Union's successful initiation of a trademark infringement lawsuit, which presumably would be primarily directed at enjoining the future use of the word "telegram" and the telegram envelope format.

It is our conclusion that this particular use of the word "telegram," the telegram envelope format, the transparent window, and the color yellow is permissible. The initiation and successful disposition of a trademark infringement lawsuit by Western Union appears to be unlikely at this time.

The need for determining the legality of using the telegram envelope arose out of a letter from the Western Union Office Manager in Los Angeles [Item A] requesting the California Committee to discontinue using the telegram envelope. In this letter dated July 13, 1972, Office Manager F.S. Jones stated that Western Union's trademark registrations with the United States Patent Office [Items B and C] protect "colorable imitations" of the Western Union trademarks. He alleges that the California Committee infringed or appropriated these trademarks by using a colorable imitation of : Western Union's telegram format; Western Union's yellow color together with a transparent window; and by inference, the word "telegram."

In trademark law, the general rule applied to a question of trademark infringement requires that in order to succeed in a trademark infringement lawsuit the trademark owner must prove the following two elements: (1) the originality of his trademark; (2) that there is a likelihood of "confusing similarity," that is the consumer, here the receiver or addressee, will likely be confused as to the source, origin or sponsorship, etc., of the California Committee's telegram envelope.

In reviewing the questions presented we will apply the two elements of proof generally required in trademark infringement lawsuits to the two basic categories of alleged use by the California Committee of a colorable imitation: (1) the word "telegram;" (2) color, design, and format of the telegram envelope.

(1) The Word "Telegram"

Western Union would be unable to prove the first element of "originality" of the word "telegram," and it follows that Western Union would be unable to prove "confusing similarity." Registration of a trademark will afford the owner of the registration with a limited form of exclusive use of the trademark. It does not grant a monopoly to each and every aspect of what is represented on the registration forms. See Items B and C. The word "telegram," although it appears on Western Union's registration forms, is not an original term. Rather, it is a generic term, descriptive only of the object itself and it is not descriptive of the source.

This can be further explained by example. By reason of common usage, the -"cola" portion of the "Coca-Cola" trademark became a generic and descriptive term to which the courts would not grant the Coca-Cola Company protection against appropriation by a competitor such as "Dixi-Cola." In a case analogous to the California Committee's use of the word telegram and telegram envelope format is Postal Telegraph Cable Co. v. Livermore & Knight Co., 188 F2d b96 (1 Cir. 1911) [Item D] the Court denied the telegraph company's request to enjoin an advertiser's use of the word "telegram" as well as the telegram envelope. The Court was of the view that this use by the advertiser was merely to attract attention and did not constitute an infringement which the Court would enjoin.

(2) Color, Design and Format of the Telegram Envelope

In comparing the similarity of the California Committee's telegram envelopes [Items E and F] with that of the standard Western Union telegram envelope [Item G] the characteristics of color, design and format must be viewed as a whole, and not merely the color, transparent window or the word "telegram."

California Committee Telegram Envelopes

Item E. This telegram envelope which is pale yellow in color and 7 3/4" X 3 3/4" in dimension has on the front: a small transparent window 3" in length positioned to the right side of the envelope with the enclosed name and address in typed print; the word "TELEGRAM" printed in large, black, capped, block letters positioned on the upper left corner; a return address printed in small, black, capped letters positioned above and below the word "TELEGRAM;" a bulk mailing permit set out in black lettering in the upper right corner. On the back is printed in very large, black, lower case, block lettering "Re-elect the President."

Item F. This telegram envelope which is white in color and 7 3/4" X 3 3/4" in dimension has: a small transparent window 3" in length positioned to the right side of the envelope with the enclosed name and address in typed print; the word "telegram" in large, blue, lower case, block letters positioned above the window; two broad, horizontal stripes, one in red and one in blue extending across the length; a return address printed in small, blue, capped letters above the word "telegram;" a bulk mailing permit set out in blue lettering in the upper right corner which is bordered above and below by red stripes. On the back is printed in very large, lower case, block lettering "Re-elect" in red and "the President" in blue.

Western Union Standard Telegram Envelope

Item G. This telegram envelope which is yellow in color and 6 1/2" X 3 1/2" in dimension has: a brown background for the large, yellow, lower case, block lettering logo "w u" in the upper left corner, the words "western union" and the word "telegram" in the upper right corner; a transparent window 6 1/4" in length with the enclosed name, address, and various code numbers typed in heavy black teletype. On the top part of the back is printed on a brown background in the same manner as on the front the logo, "western union," and "Telegram."

Confusion amongst consumers as to source, origin, sponsorship, etc. of the California Committee's telegram envelopes is not likely. The California Committee's color, design and format of its telegram envelopes are considerably dissimilar and distinctive from that of Western Union. For example such relevant characteristics can be singled out as: dimensions of the envelopes, transparent windows and lettering; positioning of the words, only one of which, "telegram," are in common; existence of considerably more words on the California Committee's envelopes such as return address, bulk mailing permit, and political slogan; color of the lettering and envelopes; the absence of the logo "w u", the words "western union," and the brown background, etc.

It can be said that it is fairly obvious that the telegram envelope is a directly mailed political advertisement and not a "Western Union" telegraph-wired message. Merely because the postal authorities may have confused the source of the item thinking it to be Western Union would not provide Western Union with a colorable argument. At best the F.S. Jones letter has presented an inference and a very weak case.

Western Union does not have a virtual monopoly on the color yellow, or yellow envelopes with transparent windows as the F.S. Jones letter would have us believe. Registration of a trademark will not afford protection to these characteristics individually but they will be considered along with the other characteristics, such as stated above, under the various theories of trademark law in determining confusing similarity generally.

Clearly Western Union could obtain an injunction to prevent the use by a competitor of the logo "w u" or the words "western union" and perhaps their integrated variations with other characteristics of the telegram envelope. We are not faced with that situation here.

#### RECOMMENDATION AND CONCLUSION

It is unlikely that Western Union would attempt to litigate such a weak case as presented on these particular facts. We can go ahead with our plans to continue using the telegram envelope, together with: the word "Telegram;" the color yellow; and the transparent window. In designing other telegram envelopes it is important to be mindful that infringement or the likelihood of legal action will be a function of the degree to which we borrow the characteristics of Western Union's telegram envelope. Since theories of law other than trademark are available to a litigious trademark owner, it would be advisable to allow us to confer with you on any new design, a prudent approach being a case by case analysis.

cc: Mr. Jeb S. Magruder  
Mr. Frederic V. Malek

1670 Wilshire Boulevard Los Angeles, California 90017

Address Correction Requested

PERMIT NO. 100  
U.S. POSTAGE  
PAID  
CALIFORNIA OFFICE OF  
POSTAL SERVICE  
SAN FRANCISCO

telegram

MISS ALICE J. WYLIE  
2046 ORO VERDE RD.  
ESCONDIDO, CA 92025

F

Re-elect  
the President

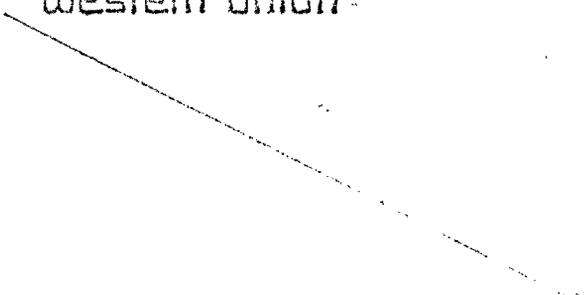


Message

ICS LAMSTSD 270  
2626 233 D XST0597 PL 233 FAX SAN FRANCISCO, CAL  
PMS BOB MORGAN, COMMITTEE TO RE-ELECT THE PRESIDENT  
3701 PENNSYLVANIA AVENUE NORTHWEST WASHDC 20507



Telegram



# TELEGRAM

MR. JOHN DOE  
555 MAIN STREET  
ANYWHERE, U.S.A.

ON NOVEMBER 7 THE PEOPLE OF AMERICA WILL MAKE ONE OF THE MOST IMPORTANT DECISIONS IN OUR HISTORY, A DECISION THAT WILL DETERMINE THE FUTURE OF OUR NATION AND OF THE WORLD FOR GENERATIONS TO COME. I AM SENDING YOU THIS PERSONAL MESSAGE TO URGE YOU TO PARTICIPATE IN THAT DECISION BY CASTING YOUR VOTE ON ELECTION DAY.

YOUR VOTE CAN HELP ACHIEVE THE GOAL OF THE BIGGEST VOTER TURNOUT IN AMERICAN HISTORY ON NOVEMBER 7, SO THAT THE RESULT OF THIS ELECTION WILL REFLECT THE VIEWS OF A CLEAR MAJORITY OF ALL AMERICANS.

MRS. NIXON JOINS ME IN SENDING OUR BEST WISHES TO YOU AND YOUR FAMILY,

RICHARD NIXON

Paid for by the Finance Committee to Re-elect the President, M.H. Stans, Chairman, P.E. Barrick, Treasurer, 1701 Pennsylvania Ave., N.W., Washington D.C.

Gordon,

attached is the final version  
of the telegram.

Jeb

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

*Richard Nixon*



**President Nixon.  
Now more than ever.**

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

# The Record.



## Foreign Policy

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

## Defense

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



## Health Care

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

## The Economy

President Nixon has taken strong action to halt inflation and increase employment. He initiated a 90-day wage-price freeze, followed by more flexible controls, and introduced a package of tax cuts to stimulate the economy. The inflation rate has been cut in half, and the Gross National Product has expanded at a yearly rate of over 9.6%. Housing starts, a prime economic indicator, are up 42% over last year.

## Environment

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



## Taxes

Under President Nixon, Americans are paying \$22 billion less in Federal taxes and corporations are paying \$5 billion more. In addition, the President's proposed revenue sharing plan would return more money to the states, enabling them to lessen state taxes—especially the property tax. This affects not only homeowners but, eventually, many tenants too, through decreased rents.

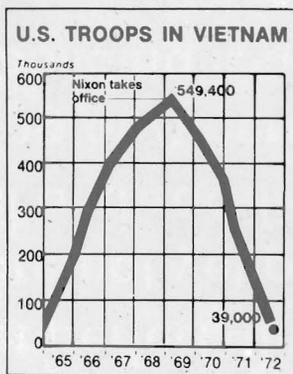


## Crime

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

## Stability

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



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## Vietnam

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



## Drugs

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



Dear Sir: I won't be able to get to my polling place on November 7th because \_\_\_\_\_  
Please send me an Absentee Ballot. Reason \_\_\_\_\_

(Signed) \_\_\_\_\_ Date of application \_\_\_\_\_, 1972

Print \_\_\_\_\_ (Name) \_\_\_\_\_

The residence shown on my Affidavit of Registration is:

Address: \_\_\_\_\_

City, State & Zip: \_\_\_\_\_

Mail ballot to:

Address: \_\_\_\_\_

City, State & Zip: \_\_\_\_\_

**IMPORTANT:** County Clerk must receive this application by Oct. 30, N.J.

If you have moved prior to October 8, 1972, you must re-register before you can obtain an absentee ballot.  
Call or write your County Clerk or Registrar of Voters for Details.

COUNTY	COUNTY SEAT	ZIP CODE	COUNTY	COUNTY SEAT	ZIP CODE
Atlantic	Mays Landing	08330	Middlesex	New Brunswick	08901
Bergen	Hackensack	07601	Monmouth	Freehold	07728
Burlington	Mount Holly	08060	Morris	Morristown	07960
Camden	Camden	08101	Ocean	Toms River	08753
Cape May	Cape May Court House	08210	Passaic	Paterson	07510
Cumberland	Bridgeton	08302	Salem	Salem	08079
Essex	Newark	07102	Somerset	Somerville	08876
Gloucester	Woodbury	08096	Sussex	Newton	07860
Hudson	Jersey City	07303	Union	Elizabeth	07200
Hunterdon	Flemington	08822	Warren	Belvidere	07823
Mercer	Trenton	08608			



Multiply your voting power  
with this  
**VOLUNTEER CARD**

- I agree the President deserves support. Contact me, I'll be a campaign volunteer.**
- Enclosed is my check for \$ \_\_\_\_\_ made out to the Finance Committee to Re-elect the President.**

Signature \_\_\_\_\_

Telephone \_\_\_\_\_

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

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

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

# IMPORTANT TAX MESSAGE

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

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

For record purposes, please fill in the information below:

Occupation \_\_\_\_\_ Principal place of Business (if any) \_\_\_\_\_

# Now more than ever.

New Jersey Committee for the Re-election of the President  
Robert Treat Hotel, Room 315, 50 Park Place, Newark, New Jersey 07101 61

Dear Fellow Republican:

One vote per precinct was the difference between winning and losing for President Nixon before. And it could be again!

That is why your vote and familiarity with the issues are so important in this Election. Consider the alternative -- the most clear-cut in a century.

President Nixon wants to provide training and work incentives so those on welfare who can work will work and be taken off the welfare rolls. Senator McGovern, on the other hand, proposed giving every man, woman and child in the country \$1,000 whether he works for it or not, whether he needs it or not and whether we can afford it or not.

President Nixon wants to trim only the fat from our military budget, believing that to insure peace, we must remain strong. Senator McGovern's proposed \$30 billion unilateral slash would, according to his fellow Democrat, Senator Humphrey, "cut into the very security of this country".

We're sure you approve of President Nixon's strong action and decisive leadership. But mere approval won't get him re-elected.

Consider what the President has accomplished:

DRUGS. The President considers hard drugs Public Enemy No. 1. He has cracked down hard on pushers. He is spending 600% more for rehabilitation than was being spent when he first took office.

THE ECONOMY. According to the July 22nd issue of the New York Times, the second quarter of 1972 showed the fastest gain in the economy since 1965, and a "notable drop in the rate of inflation".

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VIETNAM. The President has brought home from South Vietnam over 90% of our troops, while demanding that our prisoners of war be released before we leave Vietnam. Senator McGovern wants us to get out of Vietnam now and risk abandoning our prisoners of war to the enemy.

CRIME. Under President Nixon the increase in the crime rate has been cut 50%. And 80 major cities reported less overall crime this past year.

FOREIGN POLICY. The President's most burning desire is a generation of peace. And he has taken decisive action. He went to China. He went to Russia. He has been negotiating to ease tensions in the Middle East.

The President has done a lot. But his job is only half finished. That is why we need President Nixon -- now more than ever.

President Nixon needs your vote. Go to the polls and vote for President Nixon on November 7th. He needs you as a volunteer, even if you're already working a long day. Volunteer if you possibly can. He needs your financial support, even if it's a real sacrifice to give.

Use the Volunteer Card enclosed for contributions of time and money. They could prove as important as your ballot. And use the absentee ballot request form enclosed if you expect to be away from home on Election Day.

Sincerely,

*Clark MacGregor*

Clark MacGregor  
National Campaign Director

P.S. Although large gifts are needed here in New Jersey, a small one is certainly better than none at all. But do give something. And please do it now.

PLACE  
STAMP  
HERE

## **New Jersey Committee for the Re-election of the President**

**Robert Treat Hotel, Room 315  
50 Park Place  
Newark, New Jersey 07101**

---

# Now more than ever.

New Jersey Committee for the Re-election of the President  
Robert Treat Hotel, Room 315, 50 Park Place, Newark, New Jersey 07101



NEW JERSEY - REGULAR REPUBLICAN

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

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

September 28, 1972

MEMORANDUM

TO: THE HONORABLE CLARK MACGREGOR  
FROM: JEB MAGRUDER

On the basis of visits to five of our telephone centers last week, I am confident that the telephone campaign will make a substantial contribution to our efforts to get favorable non-Republicans to the polls on Election Day. A key ingredient in our current plans is the get-out-the-vote telegram to be sent to all favorable non-Republicans during the week preceding Election Day. In the face of possible budget cuts, my purpose in this memorandum is to strongly urge that we retain this important segment of the overall canvassing effort. The reasons behind this request are as follows:

- Initial canvassing results are good. Our telephone canvassing of non-Republicans is currently yielding 20 - 50% voters favorable to the President, with the average around 35%.
- Our coverage in time to trigger the direct mail telegram is broad. In California, for example, we should be able to send over 500,000 get-out-the-vote telegrams to favorable non-Republicans, identified through the telephone canvassing.
- The "phone-mail" approach will be the only way that we will reach the large majority of these voters. Our door-to-door efforts on Election Day will not overlap with telephone canvassing to any significant extent (perhaps as little as 10%).

Committee for the Re-election of the President

MEMORANDUM

October 7, 1972

MEMORANDUM FOR: MR. JEB MAGRUDER  
FROM: CLAYTON YEUTTER  
SUBJECT: Direct Mail



I would just like to provide an accolade for one part of your organization. Bob Morgan and his staff have been working closely with us during the past few weeks on a rather large direct mailing to farmers. All aspects of the project were extremely well organized and efficiently handled. It was by far the best performance that I have witnessed to date among the campaign's "service" agencies.

Please express our deep gratitude to Bob and his entire staff for a job exceptionally well done.

cc: Mr. Fred Malek

179 172

*Bob Miller*

Committee for the Re-election of the President

MEMORANDUM

October 11, 1972

CONFIDENTIAL

MEMORANDUM FOR: MR. CLARK MAC GREGOR  
THROUGH: MR. JEB S. MAGRUDER  
FROM: L. ROBERT MORGAN ~~1~~  
SUBJECT: Revised Presidential "Get Out the Vote"  
Telegram

The revised Presidential "Get Out the Vote" telegram that is attached as TAB A was called to us at 2:45 P.M. today by Bruce Miller of Jeb Magruder's office. A change was made in the second paragraph.

At the present time, 3.6 million Republican telegrams have been processed. This was for all the Republicans in California, Connecticut, New Jersey, Ohio and Maryland. Pennsylvania will be processed with the new copy as will all of the non-Republican telegrams. The 3.6 million telegrams with the old copy represent 36% of the total. One million (1,000,000) "postgrams" as shown on TAB B will have the new copy.

In order to catch up with lost time, we were given exclusive use of UCC's entire computer facilities, bumping all of their regular clients -- that explains the turn around time.

There will be an additional \$30,000 in costs for the delay in telegram approval from October 6, to Monday morning, October 9, when the first Presidential telegram was held up (\$15,000 in software, and \$15,000 in overtime charges for weekend work).

Attachments:  
TAB A  
TAB B

cc: Mr. Fred Malek  
Dr. Robert H. Marik

REVISED "GET OUT THE VOTE" TELEGRAM - 10-11-72

NAME  
ADDRESS  
CITY, STATE

ON NOVEMBER 7 THE PEOPLE OF AMERICA WILL MAKE ONE OF THE MOST IMPORTANT DECISIONS IN OUR HISTORY, A DECISION THAT WILL DETERMINE THE FUTURE OF OUR NATION AND OF THE WORLD FOR GENERATIONS TO COME. I AM SENDING YOU THIS PERSONAL MESSAGE TO URGE YOU TO PARTICIPATE IN THAT DECISION BY CASTING YOUR VOTE ON ELECTION DAY.

YOUR VOTE CAN HELP ACHIEVE THE GOAL OF THE BIGGEST VOTER TURNOUT IN AMERICAN HISTORY ON NOVEMBER 7, SO THAT THE RESULT OF THIS ELECTION WILL REFLECT THE VIEWS OF A CLEAR MAJORITY OF ALL AMERICANS.

MRS. NIXON JOINS ME IN SENDING OUR BEST WISHES TO YOU AND YOUR FAMILY,

RICHARD NIXON

# POSTCARD.

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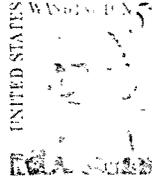
RICHARD NIXON

Remember.

**NOTE for President Nixon November 7th!**

Postcard printed by the U.S. Postal Service, Washington, D.C. 20540. © 1972 U.S. Postal Service. All Rights Reserved.

# POSTCARD.



Remember.

NOTE for President Nixon

**NOTE for President Nixon November 7th!**

# POSTER

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Remember.

**VOTE for President Nixon November 7th!**

U.S. GOVERNMENT PRINTING OFFICE: 1964 O - 348-000

# POSTER



Remember.

**VOTE for President Nixon November 7th!**

ADMINISTRATIVELY CONFIDENTIAL

October 10, 1972

MEMORANDUM FOR:

BOB MORGAN

FROM:

GORDON STRACHAN S

SUBJECT:

Get-Out-the-Vote Telegram

To confirm our conversation, the attached telegram marked "A per GS" is the text and format that should be used for the Get-Out-the-Vote telegram program. It has three paragraphs, single-spaced, with the approved text.

After you have implemented the mechanical changes, including incurring whatever additional costs are necessary to assure delivery on November 2, would you give me a brief, updated report of the number of telegrams, the type of addressee, and the probable time of delivery. Also, check with Magruder regarding the press plan on these telegrams.

Thank you.

cc: Jeb Magruder  
Bob Reisner

# TELEGRAM

Ⓐ  
per GS

NAME  
ADDRESS  
CITY, STATE

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OUR GOAL IS TO HAVE THE BIGGEST VOTER TURNOUT IN AMERICAN HISTORY ON NOVEMBER 7. YOUR VOTE CAN HELP ACHIEVE THAT GOAL SO THAT THE RESULT OF THIS ELECTION WILL REFLECT THE VIEWS OF A CLEAR MAJORITY OF ALL AMERICANS ELIGIBLE TO VOTE.

MRS. NIXON JOINS ME IN SENDING OUR BEST WISHES TO YOU AND YOUR FAMILY,

RICHARD NIXON

# TELEGRAM

②  
PAGES

NAME  
ADDRESS  
CITY, STATE

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*Your vote can help to achieve the goal of*  
~~OUR GOAL IS TO HAVE THE BIGGEST VOTER TURNOUT IN AMERICAN HISTORY ON NOVEMBER 7. YOUR VOTE CAN HELP ACHIEVE THAT GOAL SO THAT THE RESULT OF THIS ELECTION WILL REFLECT THE VIEWS OF A CLEAR MAJORITY OF ALL AMERICANS ELIGIBLE TO VOTE.~~

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Committee for the Re-election of the President

MEMORANDUM

October 11, 1972

CONFIDENTIAL

MEMORANDUM FOR: MR. CLARK MAC GREGOR  
THROUGH: MR. JEB S. MAGRUDER  
FROM: L. ROBERT MORGAN  
SUBJECT: Revised Presidential "Get Out the Vote"  
Telegram

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Dr. Robert H. Marik



REVISED "GET OUT THE VOTE" TELEGRAM - 10-11-72

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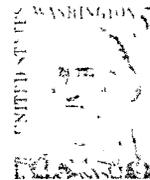
RICHARD NIXON

Remember.

**VOTE for President Nixon November 7th!**

POSTCARD FROM THE PRESIDENT OF THE UNITED STATES, RICHARD NIXON, 1200 PENNSYLVANIA AVENUE, WASHINGTON, D.C. 20540

# POSTCARD.



Remember.

REMEMBER.

**VOTE for President Nixon November 7th!**

Committee for the Re-election of the President

MEMORANDUM

October 11, 1972

CONFIDENTIAL

MEMORANDUM FOR: MR. CLARK MAC GREGOR  
THROUGH: MR. JEB S. MAGRUDER  
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# POSTGRAM.

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YOUR VOTE CAN HELP ACHIEVE THE GOAL OF THE BIGGEST VOTER TURNOUT IN AMERICAN HISTORY ON NOVEMBER 7, SO THAT THE RESULT OF THIS ELECTION WILL REFLECT THE VIEWS OF A CLEAR MAJORITY OF ALL AMERICANS.

MRS. NIXON JOINS ME IN SENDING OUR BEST WISHES TO YOU AND YOUR FAMILY.

RICHARD NIXON

Remember.

**VOTE** for President Nixon November 7th!

Paid for by the Finance Committee for the President-Elect, Richard Nixon, Chairman, 1201 Pennsylvania Ave., N.W., Wash.

# POSTGRAM.



Remember.

Remember.

**VOTE** for President Nixon November 7th!

October 16, 1972

CONFIDENTIAL

TO: DIRECTOR, FBI (100-442600)

THROUGH: MR. JEB S. MORGAN

FROM: L. ROBERT MORGAN *JRM*

SUBJECT: Direct Mail "Get Out the Vote" Efforts

Samples are attached of the Presidential "Get Out the Vote" telegram going to 3.6 million Republicans.

The 5¢ pre-cancelled stamp on each telegram will be from a major city in each of the key states. The samples have Columbus, Ohio as the city in Ohio. The other stamps will have the following cities on the pre-cancelled stamps:

California	Los Angeles
Connecticut	New Haven
Illinois	Chicago
Maryland	Baltimore
Michigan	Grand Rapids
New Jersey	Camden
Pennsylvania	Pittsburgh
Texas	Dallas

The State of New York will have an indicia on the envelope.

One million (1,000,000) "postgrams" are being sent to the field. Five hundred thousand (500,000) will have a 6¢ stamp affixed, and the other 500,000 will be sent out without postage. The copy on this "postgram" is the second revised version of the Presidential "Get Out the Vote" telegram.

Attachments:

TAB A (5 copies - "Get Out the Vote" Telegram)

TAB B (5 copies - "Postgram")

cc: Dr. Robert H. Barik (1 copy each)

# POSTGRAM.

Remember.

**VOTE** for President Nixon November 7th!

# POSTGRAM.

30

ON NOVEMBER 7 THE PEOPLE OF AMERICA WILL MAKE ONE OF THE MOST IMPORTANT DECISIONS IN OUR HISTORY, A DECISION THAT WILL DETERMINE THE FUTURE OF OUR NATION AND OF THE WORLD FOR GENERATIONS TO COME. I AM SENDING YOU THIS PERSONAL MESSAGE TO URGE YOU TO PARTICIPATE IN THAT DECISION BY CASTING YOUR VOTE ON ELECTION DAY.

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MRS. NIXON JOINS ME IN SENDING OUR BEST WISHES TO YOU AND YOUR FAMILY,

RICHARD NIXON

**Remember.**

**VOTE for President Nixon November 7th!**

132-L

Paid for by the Finance Committee to Re-elect the President, M.H. Stans, Chairman, P.E. Barrick, Treasurer, 1701 Pennsylvania Ave., N.W., Washington, D.C.

# TELEGRAM



BLK RT.



# TELEGRAM

JANICE H. VOWELL  
6074 HOUCARD RD.  
AMLIN, OH 43002

ON NOVEMBER 7 THE PEOPLE OF AMERICA WILL MAKE ONE OF THE MOST IMPORTANT DECISIONS IN OUR HISTORY, A DECISION THAT WILL DETERMINE THE FUTURE OF OUR NATION AND OF THE WORLD FOR GENERATIONS TO COME. I AM SENDING YOU THIS PERSONAL MESSAGE TO URGE YOU TO PARTICIPATE IN THAT DECISION BY CASTING YOUR VOTE ON ELECTION DAY.

OUR GOAL IS TO HAVE THE BIGGEST VOTER TURNOUT IN AMERICAN HISTORY ON NOVEMBER 7. YOUR VOTE CAN HELP ACHIEVE THAT GOAL SO THAT THE RESULT OF THIS ELECTION WILL REFLECT THE VIEWS OF A CLEAR MAJORITY OF ALL AMERICANS ELIGIBLE TO VOTE.

MRS. NIXON JOINS ME IN SENDING OUR BEST WISHES TO YOU AND YOUR FAMILY,

RICHARD NIXON

*Mr Strachan*

Committee for the Re-election of the President

MORANDUM

October 7, 1972

*1*

MEMORANDUM FOR: MR. CLARK MAC GREGOR  
THROUGH: MR. JEB S. MAGRUDER  
FROM: L. ROBERT MORGAN *LM*  
SUBJECT: "Get Out the Vote" Telegram

Ray Price wrote two (2) telegrams as requested by Bob Reisner -- one for the Republicans, and one for non-Republicans. These are presently coming off the computer in the form of print image tapes and will start being processed by our various computer facilities on Monday, October 9. The Republican telegram is attached as TAB A. The non-Republican telegram is attached as TAB B. The style of the telegrams certainly sounds more like something the President would say.

cc: Mr. Fred Malek  
· Dr. Robert H. Marik

Attachments:  
TAB A  
TAB B

TAB A

# TELEGRAM

AS A REPUBLICAN, YOU ARE A VITAL PART OF THE NEW AMERICAN MAJORITY, DEDICATED TO A STRONG AMERICA IN A WORLD AT PEACE, WITH A BRIGHTER FUTURE FOR ALL OF OUR PEOPLE TO SHARE. FOR THE SAKE OF OUR PARTY -- AND FOR THE SAKE OF OUR COUNTRY -- PLEASE HELP US WIN AN HISTORIC VICTORY ON NOVEMBER 7. EVERY VOTE COUNTS, EVERY VOTE IS NEEDED -- AND THE MOST IMPORTANT VOTE OF ALL IS THE ONE YOU CAST.

THANK YOU.

RICHARD NIXON

REPUBLICAN

THE NEW AMERICAN MAJORITY STANDS FOR A STRONG AMERICA IN  
A WORLD AT PEACE, WITH A BRIGHTER FUTURE FOR ALL OF OUR  
PEOPLE TO SHARE. PLEASE HELP US WIN A GREAT VICTORY FOR  
WHAT IS BEST IN AMERICA AT THE POLLS ON NOVEMBER 7.

EVERY VOTE COUNTS, EVERY VOTE IS NEEDED -- AND THE MOST  
IMPORTANT VOTE OF ALL IS THE ONE YOU CAST.

THANK YOU.

RICHARD NIXON

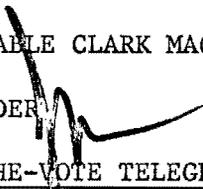
**Committee  
for the Re-election  
of the President**

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

September 28, 1972

MEMORANDUM

TO: THE HONORABLE CLARK MACGREGOR

FROM: JEB MAGRUDER 

SUBJECT: GET-OUT-THE-VOTE TELEGRAM TO NON-REPUBLICANS  
RE-EVALUATION

Based on the present and anticipated performance of the Telephone and Canvass Voter Identification Programs, a major re-evaluation is indicated. To be on target we should have received about 1,800,000 key-punch units to date (i.e., non-Republicans for the President); presently, our keypunch centers nationally have only received 485,000 such units. This has come in as follows; 25,000 from canvass, 210,000 from the Telephone Campaign, and 250,000 from Michigan whose canvass started in July.

As a consequence, we are attempting to renegotiate our contract with UCC to reduce the guaranteed minimum from 5 million to 3 million keypunch units. Simultaneously we want to make every effort to increase our telephone voter identification, especially in those areas that got off to a slow or late start; the telephone campaign is the fastest, most reliable method of increasing this input.

To accomplish this, Fred Malek has agreed to ask the state directors, regional directors and county field staff in the areas designated in Tab A to be aware of, and help accomplish, the goals. (Voter blocks may also be able to assist in certain of these areas.) Tab A shows the counties where we especially need help between now and October 14 (the cut-off date for direct mail input). In obtaining this assistance from the field organization, we do not wish to change the high priority assigned to door-to-door canvassing; rather, after October 14th, the telephone centers will be widely used to assist in recruiting volunteers for door-to-door canvassing and election day activities.

COUNTIES IN WHICH TELEPHONE  
CENTERS NEED ASSISTANCE  
FROM FIELD ORGANIZATION

New Jersey

Camden  
Middlesex  
\*Essex  
\*Bergen  
Ocean  
Hudson  
Passaic  
Union  
Mercer

Illinois

\*Cook  
Dupage  
Kane  
Lake  
Will

Pennsylvania

\*Allegheny  
Washington  
Northampton  
\*Delaware  
\*Chester  
\*Philadelphia  
York  
Bucks  
Berks  
Westmoreland  
Montgomery  
Schuylkill  
Dauphin  
Erie

New York

\*New York City  
\*Albany  
Yorktown Heights  
Scarsdale

Ohio

\*Hamilton  
\*Lucas  
\*Lorain  
Stark  
\*Mahoning  
\*Trumbull  
Lake

California

\*Los Angeles  
Alameda  
Ventura  
San Bernardino  
Riverside  
Santa Barbara  
Marin .

Connecticut

Hartford  
Fairfield  
New Haven  
Southington  
New London

Texas

\*Harris  
Jefferson  
Nueces  
El Paso  
Travis  
Lubbock  
Bell  
Bexar

\* Counties where need is most  
critical

*G. Strachan*

Committee for the Re-election of the President

MEMORANDUM

CONFIDENTIAL

MEMORANDUM FOR: MR. CLARK MAC GREGOR  
THROUGH: JEB S. MAGRUDER  
FROM: ROBERT H. MARIK  
SUBJECT: New York Direct Mail Letters

The following letters have been written and approved by the various signators. The copy has been approved by the usual in-house procedure.

Recommendation:

That the attached letters be approved for New York State Direct Mail segmented to reach registered Democrats who are either peripheral urban ethnics or past voters for Buckley, Javits and Rockefeller.

Approved \_\_\_\_\_ Disapproved \_\_\_\_\_ Comments \_\_\_\_\_

CONFIDENTIAL

Battisbaglia

Dear \_\_\_\_\_:

On November 7th you and I will make a choice between promises and programs, laxity and leadership, on who will be the President of the United States.

The Presidency of the United States is far too important a position to entrust to Senator McGovern and the kind of people who have taken over our Democratic Party. For this reason, and because President Nixon has in four years established a solid record of positive leadership, I find I cannot support our party's nominee--instead I am working to re-elect the President. And I say that after serving as the Queens County Democratic Party Chairman for several years.

As a lifelong resident of Queens, I believe that you and many of our neighbors in \_\_\_\_\_ will feel, as I do, that President Nixon's experience, positive action and determination, are the qualities we want in a President.

He is directing the strong fight against crime and drugs so that our streets will again be safe to walk on.

He has brought home 500,000 American boys from Vietnam and is doing everything possible to achieve peace with honor. Yet he refuses to abandon our POW's now held by the Communists.

His immensely successful journeys to Moscow and Peking are the breakthroughs that will lead to a generation of world peace.

The President wants welfare structured so there's an incentive to work. Senator McGovern has proposed that we give everyone \$1,000, whether or not he needs it, and whether or not we can afford it.

You can see how urgent it is that we re-elect President Nixon, especially when you consider the alternative offered. This year the problems are too important, the issues too crucial, for Democrats merely to vote party lines, please join me in voting for President Nixon.

Sincerely,

Dear \_\_\_\_\_ :

On November 7th you will make a choice between promises and programs, indecision and leadership, on who will be the President of the United States.

The Presidency of the United States is far too important a position to entrust to Senator McGovern and the kind of people who have taken over the Democratic Party. For this reason, and because President Nixon has in four years established a solid record of positive leadership, I have accepted the position of the President's Campaign Co-Chairman in New York.

I believe that you and many of our neighbors in \_\_\_\_\_ will feel, as I do, that President Nixon's experience, positive action and determination are the kind of qualities we want in a President.

He is directing a strong fight against crime and drugs so that our streets will again be safe to walk on.

He has brought home 500,000 American boys from Vietnam and done everything possible to achieve a responsible peace. He refuses to abandon our POW's now held by the Communists.

The President wants welfare structured so there's an incentive to work. Senator McGovern has proposed that we give everyone \$1,000, whether or not he needs it, and whether or not we can afford it.

You can see just how urgent it is that we re-elect President Nixon. This year the problems are too important, the issues too crucial, for Democrats merely to vote party lines, please join me in voting for President Nixon on November 7th.

Sincerely,

James L. Buckley

Dear \_\_\_\_\_:

On November 7th you and I will make a choice between promises and programs, laxity and leadership, on who will be the President of the United States.

The Presidency of the United States is far too important a position to entrust to Senator McGovern and the kind of people who have taken over our Democratic Party. For this reason, and because President Nixon has in four years established a solid record of positive leadership, I find I cannot support our party's nominee-- instead I am working to re-elect the President.

As a lifelong resident of Queens, I believe that you and many of our neighbors in \_\_\_\_\_ will feel, as I do, that President Nixon's experience positive action and determination are the qualities we want in a President.

He is directing the strong fight against crime and drugs so that our streets will again be safe to walk on.

He has brought home 500,000 American boys from Vietnam and is doing everything possible to achieve peace with honor. Yet he refuses to abandon our POW's now held by the Communists.

His immensely successful journeys to Moscow and Peking are the breakthroughs that will lead to a generation of world peace.

The President wants welfare structured so there's an incentive to work. Senator McGovern has proposed we give everyone \$1,000, whether or not he needs it, and whether or not we can afford it.

You can see how urgent it is that we re-elect President Nixon, especially when you consider the alternative offered. This year the problems are too important, the issues too crucial, for Democrats merely to vote party lines, please join me in voting for President Nixon.

Sincerely,

Dear \_\_\_\_\_:

On November 7th you and thousands of other voters will make a crucial decision on who will be elected the President of the United States.

In 1968 I had the honor of serving as Hubert Humphrey's Brooklyn Campaign Chairman. But now four years later, I know I cannot support our Party's nominee. I cannot support him because of his empty promises of domestic change, and because some of his other proposals would drastically compromise America's security.

I feel that you will agree with me that we must re-elect President Nixon. He has virtually ended America's combat role in Vietnam by bringing home 95% of our troops.

His unprecedented journeys to Russia and China are the breakthroughs that will lead to a generation of world peace.

His strong support of Israel has made the Middle East situation more secure.

I support him because of his excellent record of positive leadership in the battle against drugs and crime in the streets.

He has taken a strong stand in favor of a welfare program based on genuine need and neighborhood stability.

When you consider these views, in comparison to the ill-conceived proposals of Senator McGovern, I think you will realize just how important it is that we re-elect the President.

The President wants welfare structured so there's an incentive to work. Senator McGovern has proposed that we give everyone \$1,000, whether or not he needs it, and whether or not we can afford it.

You can see just how urgent it is that we re-elect President Nixon. This year the problems are too important, the issues too crucial, for Democrats merely to vote party lines, please join me in voting for President Nixon.

Sincerely,

Harold Jacobs

Dear \_\_\_\_\_:

On November 7th you and thousands of other voters will make a crucial decision on who will be elected the President of the United States.

As a United States Senator since 1956, I have had close contact with four Presidents, and none in my opinion has accomplished more than President Nixon. He has ended America's combat role in Vietnam by bringing home 95% of our troops. His unprecedented journeys to Russia and China are the breakthroughs that will lead to a generation of world peace. And his strong support of Israel has made the Middle East situation more secure.

I have accepted the position of Campaign Co-Chairman for President Nixon because of his excellent record of positive leadership.

He is winning the battle against drugs and crime in the streets.

He has taken a strong stand in favor of a welfare program based on genuine need and neighborhood stability.

When I view his opponent's ill-conceived proposals on domestic policy and on maintaining America's security, it emphasizes just how important it is that we re-elect the President.

The President wants welfare structured so there's an incentive to work. Senator McGovern has proposed that we give everyone \$1,000, whether or not he needs it, and whether or not we can afford it.

Many \_\_\_\_\_ residents like yourself have crossed party lines in the past to support me and other Republicans of proven experience. This year the problems are too important, the issues too urgent, for Democrats merely to vote party lines. In these times we must forget about parties and think of men.

We must have a man who brings a proven record of action and determination to the Presidency, not empty and shifting promises.

For this reason, I ask you to join me in voting for President Nixon on November 7th.

Sincerely,

Jacob K. Javits

Dear \_\_\_\_\_:

I am writing to you personally because I feel so strongly about the outcome of the election for President.

Over the next four years, we Americans are going to need the continued leadership of a courageous President who holds the world's respect, who can cope with our fast changing times and who continues to have faith in America.

That man is President Nixon.

Four years ago, the President inherited a nation deeply involved in an unwanted war, out of touch with the great world powers, suffering runaway inflation, and deeply divided against itself.

Now, after four years of the Nixon leadership:

- The last American combat units have left Vietnam;
- We are in peaceful contact with Russia and China;
- The inflation rate has been cut in half;
- The President has countered the welfare mess with a work-oriented Family Assistance plan;
- And he has sponsored and Congress has passed his Revenue Sharing plan which will benefit all New Yorkers.

After the turbulent 1960's, President Nixon has brought us stability, helped heal the divisions among us and worked tirelessly for peace with honor.

We need this man of experience, courage and vision to continue leading America.

Therefore, I urge you, on November 7, to vote to re-elect the President.

Sincerely,

/s/ NAR

Dear \_\_\_\_\_:

On November 7th, you and I will make a choice between promises and programs, laxity and leadership, on who will be the President of the United States.

The Presidency of the United States is far too important a position to entrust to Senator McGovern and the kind of people who have taken over our Democratic Party. For this reason, and because President Nixon has in four years established a solid record of positive leadership, I find I cannot support our party's nominee. I say that after serving as your Democratic State Assemblyman for many years.

As a lifelong resident of Manhattan, I believe that you and many of our neighbors in \_\_\_\_\_ will feel, as I do, that President Nixon's experience, positive action and determination are the kind of qualities we want in a President.

He is directing the strong fight against crime and drugs so that our streets will again be safe to walk on.

He has brought home 500,000 American boys from Vietnam and is doing everything possible to achieve peace with honor. Yet he refuses to abandon our POW's now held by the Communists.

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You can see just how urgent it is that we re-elect President Nixon. This year the problems are too important, the issues too crucial, for Democrats merely to vote party lines, please join me in voting for President Nixon.

Sincerely,

October 9, 1972

MEMORANDUM FOR : RAY PRICE  
FROM : H. R. HALDEMAN  
SUBJECT : Telegrams to Get Out The Vote

The President felt that the draft telegram for use by 1701 over the President's signature was totally inadequate. He would like you to work up a single telegram to be sent to all people Republicans and non-Republicans that is totally non-political.

The approach should be urging them to vote, the same as on the election eve talk.

He suggests something along the following lines:

"On November 7th the voters of America will make one of the most important decisions in our history - a decision that will decide the future of this country for many years to come. I urge you to participate in this decision by casting your vote on election day."

Richard Nixon

Would you see what you can do on a draft of this kind? He, as I said above, has rejected the two-track approach that was submitted earlier.

HRH:pm

October 9, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: L. HIGBY  
SUBJECT: Get Out the Vote Telegrams

Per your request that I have Ray Price redo the "Get out the vote" telegrams, I forwarded them over to him on Saturday for reworking.

Unbeknown to me, as a result of your Thursday meeting with Clark MacGregor and the President, Clark understood it to be his responsibility to get Price to redo the telegrams, and then once they were redone, be sent out.

As a result, Magruder got the revised telegrams from Price on Friday evening and proceeded to have them printed over the weekend.

Attached at Tab A are the redone telegrams by Price. At Tab B are the originals that you wanted changed.

Magruder is currently estimating what will be involved in reprinting these telegrams should you want them to be redone again.

Approve revised Price telegrams \_\_\_\_\_

No, they should be redone as indicated \_\_\_\_\_

LH:kb

# TELEGRAM

NAME  
ADDRESS  
CITY, STATE

ON NOVEMBER 7 THE PEOPLE OF AMERICA WILL MAKE ONE OF THE MOST IMPORTANT DECISIONS IN OUR HISTORY, A DECISION THAT WILL DETERMINE THE FUTURE OF OUR NATION AND OF THE WORLD FOR GENERATIONS TO COME. I AM SENDING YOU THIS PERSONAL MESSAGE TO URGE YOU TO PARTICIPATE IN THAT DECISION BY CASTING YOUR VOTE ON ELECTION DAY. OUR GOAL IS TO HAVE THE BIGGEST VOTER TURNOUT IN AMERICAN HISTORY ON NOVEMBER 7. YOUR VOTE CAN HELP ACHIEVE THAT GOAL SO THAT THE RESULT OF THIS ELECTION WILL REFLECT THE VIEWS OF A CLEAR MAJORITY OF ALL AMERICANS ELIGIBLE TO VOTE. MRS. NIXON JOINS ME IN

Governor Nelson A. Rockefeller

Telegram

Albany, New York

MR & MRS GEORGE J EVANS JR  
5 AMY PL  
WHITE PLAINS, NY 10605

MALCOLM WILSON AND I NEED YOUR SUPPORT. WESTCHESTER  
COUNTY MUST HELP OVERCOME THE DEMOCRATIC-LIBERAL NEW YORK  
CITY VOTE.

THE VOTERS OF WHITE PLAINS KNOW THE IMPORTANCE OF HAVING  
LEADERS WHO REPRESENT THE INTERESTS OF THE ENTIRE STATE  
YOUR VOTES ARE IMPORTANT. PLEASE VOTE TUESDAY.

GOVERNOR NELSON A. ROCKEFELLER



NOT PRINTED OR MAILED AT GOVERNMENT EXPENSE

# TELEGRAM

NAME  
ADDRESS  
CITY, STATE

ON NOVEMBER 7 THE PEOPLE OF AMERICA WILL MAKE ONE OF THE MOST IMPORTANT DECISIONS IN OUR HISTORY, A DECISION THAT WILL DETERMINE THE FUTURE OF OUR NATION AND OF THE WORLD FOR GENERATIONS TO COME. I AM SENDING YOU THIS PERSONAL MESSAGE TO URGE YOU TO PARTICIPATE IN THAT DECISION BY CASTING YOUR VOTE ON ELECTION DAY. OUR GOAL IS TO HAVE THE BIGGEST VOTER TURNOUT IN AMERICAN HISTORY ON NOVEMBER 7. YOUR VOTE CAN HELP ACHIEVE THAT GOAL SO THAT THE RESULT OF THIS ELECTION WILL REFLECT THE VIEWS OF A CLEAR MAJORITY OF ALL AMERICANS ELIGIBLE TO VOTE.

MRS. NIXON JOINS ME IN SENDING OUR BEST WISHES TO YOU AND YOUR FAMILY,

RICHARD NIXON

On November 7 the people of America will make one of the most important decisions in our history, a decision that will determine the future of our nation and of the world for generations to come. I am sending you this personal message to urge you to participate in that decision by casting your vote on Election Day. Our goal is to have the biggest voter turnout in American history on November 7. Your vote can help achieve that goal so that the result of this election will reflect the views of a clear majority of all Americans eligible to vote.

Mrs. Nixon joins me in sending our best wishes to you and your family,

*Must cut 2 lines*

On November 7 the people of America will make one of the most important decisions in our history, a decision that will determine the future of our nation and of the world for generations to come. I am sending you this personal message to urge you to participate in that decision by casting your vote on Election Day. Our goal is to have the biggest voter turnout in American history on November 7. Your vote can help achieve that goal so that the result of this election will reflect the views of a clear majority of all Americans eligible to vote.

Mrs. Nixon joins me in sending our best wishes to you and your family,

THE WHITE HOUSE  
WASHINGTON



ADMINISTRATIVELY CONFIDENTIAL

October 10, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN **S**

SUBJECT:

Get-Out-the-Vote Telegram

Bob Reisner in Clark MacGregor's office called to say that the Price re-drafted Get-Out-the-Vote telegram has been approved by you and MacGregor. The text as submitted by Price is attached. If you and MacGregor made any changes, they have not been communicated to those of us who can get the computers printing the telegrams.

\_\_\_\_\_ Attached text has been approved.

\_\_\_\_\_ Text revised.

\_\_\_\_\_ Other.

PRICE

October 9, 1972

Draft Get-out-the-vote Telegram -- Revised

On November 7, the people of America will make one of the most important decisions in the history of our country -- a decision that will determine the future of our Nation and of the world for many years to come. But only those who vote will take part in that decision. I urge you to go to the polls, and to be sure that you participate in that decision by casting your vote on election day.

[Note: The machine on which this will be done does not have an apostrophe -- therefore we cannot use words like "America's." ]

ADMINISTRATIVELY CONFIDENTIAL

October 10, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

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GORDON STRACHAN

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Get-Out-the-Vote Telegram

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\_\_\_\_\_ Other.

GS/jb

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October 9, 1972

Draft Get-out-the-vote Telegram -- Revised

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[Note: The machine on which this will be done does not have an apostrophe -- therefore we cannot use words like "America's."] ]

THE WHITE HOUSE  
WASHINGTON

Tues AM

Bob Haldeman -

Here's a copy of  
the revised draft I  
sent over to you last  
night -

Tom Price

L → Harper - ~~no data anything~~

cm → H + Roy Price + S  
expedite.

Price - no dice re 2<sup>nd</sup>  
telegram.

Only telegram relevant is 2<sup>nd</sup> Price  
draft

H to cover w/ Price personally

October 9, 1972

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: L. HIGBY  
SUBJECT: Get Out the Vote Telegrams

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Magruder is currently estimating what will be involved in reprinting these telegrams should you want them to be redone again.

Approve revised Price telegrams \_\_\_\_\_

No, they should be redone as  
indicated \_\_\_\_\_

LH:kb

~~Mr. Strachan~~  
To C 10/9

Committee for the Re-election of the President

MEMORANDUM

October 7, 1972

MEMORANDUM FOR: MR. CLARK MAC GREGOR  
THROUGH: MR. JEB S. MAGRUDER  
FROM: L. ROBERT MORGAN *LM*  
SUBJECT: "Get Out the Vote" Telegram

Ray Price wrote two (2) telegrams as requested by Bob Reisner -- one for the Republicans, and one for non-Republicans. These are presently coming off the computer in the form of print image tapes and will start being processed by our various computer facilities on Monday, October 9. The Republican telegram is attached as TAB A. The non-Republican telegram is attached as TAB B. The style of the telegrams certainly sounds more like something the President would say.

cc: Mr. Fred Malek  
• Dr. Robert H. Marik

Attachments:  
TAB A  
TAB B

# TELEGRAM

AS A REPUBLICAN, YOU ARE A VITAL PART OF THE NEW AMERICAN MAJORITY, DEDICATED TO A STRONG AMERICA IN A WORLD AT PEACE, WITH A BRIGHTER FUTURE FOR ALL OF OUR PEOPLE TO SHARE. FOR THE SAKE OF OUR PARTY -- AND FOR THE SAKE OF OUR COUNTRY -- PLEASE HELP US WIN AN HISTORIC VICTORY ON NOVEMBER 7. EVERY VOTE COUNTS, EVERY VOTE IS NEEDED -- AND THE MOST IMPORTANT VOTE OF ALL IS THE ONE YOU CAST.

THANK YOU.

RICHARD NIXON

REPUBLICAN

THE NEW AMERICAN MAJORITY STANDS FOR A STRONG AMERICA IN  
A WORLD AT PEACE, WITH A BRIGHTER FUTURE FOR ALL OF OUR  
PEOPLE TO SHARE. PLEASE HELP US WIN A GREAT VICTORY FOR  
WHAT IS BEST IN AMERICA AT THE POLLS ON NOVEMBER 7.  
EVERY VOTE COUNTS, EVERY VOTE IS NEEDED -- AND THE MOST  
IMPORTANT VOTE OF ALL IS THE ONE YOU CAST.

THANK YOU.

RICHARD NIXON

Committee for the Re-election of the President

MEMORANDUM

October 5, 1972

CONFIDENTIAL

MEMORANDUM FOR: MR. CLARK MAC GREGOR  
 THROUGH: MR. JEB S. MAGRUDER  
 FROM: L. ROBERT MORGAN  
 SUBJECT: "Get Out the Vote" Telegrams -- Signers

"Get Out the Vote" telegrams are now scheduled to go to 5,171,000 Republicans with delivery on November 2 in California, Connecticut, Maryland, New Jersey, Ohio and Pennsylvania. An additional 3,000,000 are scheduled to go to non-Republicans in these states plus non-party identified voters for the President in Texas, Illinois and Michigan. All non-Republicans who get telegrams are voters who were identified as for the President through the Canvass/Telephone Programs.

As a review, we have received approval to send the telegram out by state as follows:

SIGNERS

<u>STATE</u>	<u>REPUBLICANS/ INDEPENDENTS</u>	<u>DEMOCRATS</u>	<u>NO PARTY IDENTIFICATION</u>
CALIFORNIA	Clark MacGregor	John Connally	
CONNECTICUT	Clark MacGregor	John Connally	
ILLINOIS			Clark MacGregor
MARYLAND	Clark MacGregor	John Connally	
MICHIGAN			Governor Milliken
NEW JERSEY	Clark MacGregor	John Connally	
OHIO	Clark MacGregor	John Connally	
PENNSYLVANIA	Clark MacGregor	John Connally	

SIGNERS

<u>STATE</u>	<u>REPUBLICANS/ INDEPENDENTS</u>	<u>DEMOCRATS</u>	<u>NO PARTY IDENTIFICATION</u>
TEXAS			Clark MacGregor

The above signers, we believe, would cause us the least amount of divisive feeling in the states -- considering that these voters simply need a reminder to vote.

The most effective individual to sign all of these telegrams would be President Nixon. He has the greatest recognition, this name will get the most attention, and it is easily the most powerful and exciting name in the world. He has the Party and country pulling together in one direction. Any other signer is a compromise.

The copy approach is subtle, yet it touches on the major issues and quietly stresses the importance of their vote. Slightly different copy is suggested for known Republicans versus all others.

The suggested copy for known Republicans is attached as TAB A. The copy for non-Republicans is attached as TAB B.

We need a firm decision on these recommendations by the close of business, October 6, in order to have delivery on November 2 for the program.

RECOMMENDATION:

That you approve having President Nixon's name on the "Get Out the Vote" telegram as the signer.

APPROVE \_\_\_\_\_ DISAPPROVE \_\_\_\_\_ COMMENTS \_\_\_\_\_

RECOMMENDATION:

That you approve the copy for the telegram going to Republicans with President Nixon's name as the signer. (TAB A).

APPROVE \_\_\_\_\_ DISAPPROVE \_\_\_\_\_ COMMENTS \_\_\_\_\_

CONFIDENTIAL

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RECOMMENDATION:

That you approve the copy for the non-Republican telegram with President Nixon's name as the signer. (TAB B).

APPROVE \_\_\_\_\_ DISAPPROVE \_\_\_\_\_ COMMENTS \_\_\_\_\_

# TELEGRAM

TAB A

ELECTIONS AREN'T WON UNTIL THE VOTES ARE COUNTED. YOU AS A  
REPUBLICAN ARE ESPECIALLY IMPORTANT THIS YEAR. I WANT TO CARRY  
ON MY WORK FOR PEACE. I WANT TO MAINTAIN AMERICA'S STRENGTH. I  
WANT TO ACHIEVE A BETTER LIFE FOR ALL AMERICANS. TO MAKE THIS  
HAPPEN, YOUR VOTE IS NEEDED. AND THE BIG DAY IS NOVEMBER 7TH.

RICHARD M. NIXON  
PRESIDENT OF THE UNITED STATES

Paid for by the Finance Committee to Re-elect the President, M.H. Stans, Chairman, P.E. Barrick, Treasurer, 1701 Pennsylvania Ave., N.W., Washington D.C.

# TELEGRAM

TAB B

YOUR VOTE IS IMPORTANT. AND NEEDED. I WANT TO CARRY ON MY WORK  
FOR PEACE. I WANT TO MAINTAIN AMERICA'S STRENGTH. I WANT TO  
ACHIEVE A BETTER LIFE FOR ALL AMERICANS. YOUR VOTE CAN MAKE IT  
HAPPEN. IT WILL SURELY BE APPRECIATED ON THE BIG DAY --  
NOVEMBER 7TH.

RICHARD M. NIXON  
PRESIDENT OF THE UNITED STATES

Committee for the Re-election of the President

MEMORANDUM

October 5, 1972

CONFIDENTIAL

MEMORANDUM FOR: MR. CLARK MAC GREGOR  
THROUGH: MR. JEB S. MAGRUDER  
FROM: L. ROBERT MORGAN  
SUBJECT: Hand-Addressed "Postgrams"

We have developed a "postgram" to be hand-addressed by volunteers to non-Republicans who have been identified as for the President. These are going to be printed on Friday, October 6, and should be ready for distribution on Monday, October 9. We are printing 2,000,000.

These would be more effective if they were sent to storefronts with postage already affixed. This would give us security for the stamps and aid in their use by the field.

The total cost of these "postgrams" and the postage would be \$152,000 which includes postage, affixing the stamp, the "postgram" itself, and air shipment to the storefront.

We originally planned on 5,000,000 non-Republicans identified in the Canvass and Telephone operations. Since only 1,000,000 are identified to date in the key states, we have to anticipate less than 3,000,000 "Get Out the Vote" telegrams to non-Republicans will be sent out just prior to the Election. This will be supplemented with 1,250,000 "Get Out the Vote" telegrams sent to selected precincts in Michigan, Illinois and Texas that Bob Teeter has experted. These mailings will not duplicate any existing efforts and will go to those precincts that Bob Teeter's figures show have an abnormally high ratio of President Nixon's supporters.

This is an overall reduction of 750,000 ensembles which is not enough to offset the additional "postgram" cost. Due to the fact that the names for the canvass operation are not coming in as planned, this looks like a very viable alternative to combat apathy to get out the vote. The field organization is strongly in favor of "Postgrams" going out with postage.

CONFIDENTIAL

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RECOMMENDATION:

That you approve an additional budget allocation of \$152,000 for "postgrams" and postage to go to key and battleground states.

APPROVE \_\_\_\_\_ DISAPPROVE \_\_\_\_\_ COMMENTS \_\_\_\_\_

Attachment: "Postgram"

cc: Mr. Jerry Jones  
Mr. Fred Malek  
Dr. Robert Marik

# POSTGRAM.

THE PRESIDENT NEEDS YOUR HELP. DO NOT TAKE PRESIDENT NIXON'S RE-ELECTION FOR GRANTED! YOUR VOTE IS VERY VERY IMPORTANT THIS ELECTION. THINGS BETTER, QUIETER, MORE ORDERLY THAN FOUR YEARS AGO. DO NOT ALLOW OTHERS TO DECIDE WHO SITS IN THE WHITE HOUSE DURING THE CRITICAL YEARS AHEAD.  
RAIN OR SHINE VOTE FOR PRESIDENT NIXON ON NOVEMBER 7TH.

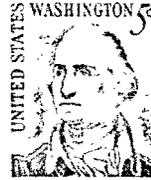
CLARK MAC GREGOR  
CAMPAIGN DIRECTOR  
COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

Remember.

**VOTE** for President Nixon November 7th!

Paid for by the Finance Committee to Re-elect the President, M.H. Stans, Chairman, P.E. Burdick, Treasurer, 1701 Pennsylvania Ave., N.W., Washington, D.C.

# POSTGRAM.



Remember.

**VOTE** for President Nixon November 7th!

September 30, 1972

Hjm  
10/3

MEMORANDUM FOR:

JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

John Andrews - Ohio

John Andrews, the Chairman in Ohio, called Bob today. I took the call..He wanted to express his views regarding the suggested Get Out the Vote Telegram. He claims they have been used in Ohio many times and are quite effective. However, he urges strongly that the telegram be signed by the President. It is his view that an appropriately lofty statement could be made and it would not demean the office to send this telegram. It is my understanding that these telegrams are going out around October 15. Would you advise me of the status of this decision, as I am sure we will want to consider whether the telegrams should be from the President.

GS:car

H/FU - 10/3

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

October 3, 1972

TO: H. R. Haldeman  
FROM: Murray Chotiner

I understand that "millions" of the enclosed postgram will be mailed to the voters shortly before November 7. As long as that much money is going to be spent I believe it would be much more effective if the President sent a message.

This is no reflection on Clark; a message from Clark with his signature has little or no effect on John Q. Public. However, a message from the President would really mean something.

Enclosure

# POSTGRAM.

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

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

CLARK MAC GREGOR  
CAMPAIGN DIRECTOR  
COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

Remember.

**VOTE** for President Nixon November 7th!

Fold for by the Finance Committee to Re-elect the President, M.H. Stone, Chairman, P.E. Sarrick, Treasurer, 1701 Pennsylvania Ave., N.W., Washington, D.C.

# POSTGRAM.

Remember.

**VOTE** for President Nixon November 7th!

*Bob Halderman*

Committee for the Re-election of the President

MEMORANDUM

October 12, 1972

MEMORANDUM FOR: MR. CLARK MacGREGOR  
FROM: JEB S. MAGRUDE  
SUBJECT: Direct Mail Letters Sent to Date

Attached, for your information, are copies of the mailings we have made to date to California, New Jersey, Pennsylvania, and Cook County, Illinois.

In summary:

	<u>CALIF.</u>	<u>N.J.</u>	<u>PA.</u>	<u>COOK CO., ILL.</u>
Regular Republican	X	X		
Older Republican	X	X		
Spanish	X			X
Democrats for Nixon - Irish			X	X
Democrats for Nixon - Italians	X	X	X	X
Democrats for Nixon - Polish			X	X
Democrats for Nixon - Veterans	X	X	X	X
Democrats for Nixon - Middle Income	X	X	X	
Democrats for Nixon - Older	X	X	X	X
Democrats for Nixon - Peripheral Urban Ethnic	X	X	X	X
Democrats for Nixon - Older Peripheral Urban Ethnic		X		X
Concerned Citizens	X	X	X	X

Attachments