

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>
14	15	9/28/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Fred Malek and Jeb Magruder RE: Tom Houser Debate with Shriver. 2 pgs.
14	15	9/14/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Peter Dailey and Phil Joanou RE: Advertisement Approval. 1 pg.
14	15	9/11/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Peter Dailey, Fred Malek, and Ken Rietz RE: Materials Distribution. 1 pg.
14	15	9/11/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Peter Dailey and Fred Malek RE: Advertising Materials. 1 pg.

<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>
14	15	9/8/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Peter Dailey and Phil Joanou RE: Advertising Desk Man. 1 pg.
14	15	9/25/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Steve Bull RE: Delegates' Gifts. 1 pg.
14	15	9/12/1972	<input type="checkbox"/>	Campaign	Memo	From: Stephen Bull To: Gordon Strachan RE: Delegates' Gifts. 1 pg.
14	15	9/21/1972	<input type="checkbox"/>	Campaign	Memo	From: Jon A. Foust To: Jeb S. Magruder RE: Presidential Delegate Gifts 1972 RNC. 2 pgs.
14	15	9/14/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Patrick J. Buchanan RE: Republican National Committee Talking Paper. 1 pg.

<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>
14	15	9/1/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Patrick Buchanan RE: Amnesty Paragraph of DFN Brochure. 2 pgs.
14	15	9/30/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Dwight Chapin RE: John Andrews - Ohio. 1 pg.
14	15	9/26/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Dwight Chapin RE: Campaign Visits to New Jersey. 1 pg.
14	15	9/23/1972	<input type="checkbox"/>	Personal	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Requested copy of letter from Governor Cahill. 1 pg.
14	15	9/21/1972	<input type="checkbox"/>	Campaign	Memo	From: Clark MacGregor To: H.R. Haldeman RE: Request for Presidential Campaign Visit to New Jersey. 1 pg.

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14	15	9/11/1972	<input type="checkbox"/>	Campaign	Letter	From: Governor William T. Cahill To: Clark MacGregor RE: Presidential campaign visit to New Jersey. 1 pg.
14	15	9/25/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Dwight Chapin RE: Ed Nixon. 1 pg.
14	15	9/25/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Dwight Chapin RE: Nofziger's Suggestions. 1 pg.
14	15	9/25/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Dwight Chapin RE: Sandwich. 1 pg.
14	15	9/22/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Dwight Chapin RE: Youth Commercial. 1 pg.

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14	15	9/6/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Dwight Chapin RE: Roger Ailes' Comments. 1 pg.
14	15	8/24/1972	<input type="checkbox"/>	Campaign	Memo	From: Roger E. Ailes To: H.R. Haldeman RE: Comments on McGovern's latest television appearance. 2 pgs.
14	15	9/29/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Peter Dailey RE: Military Handbill. Copies of military handbill attached. 3 pgs.
14	15	9/20/1972	<input type="checkbox"/>	Campaign	Memo	From: Phil Joanou To: H.R. Haldeman RE: Military Handbill. 1 pg.
14	15	9/29/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Peter Dailey RE: Military Ads. 1 pg.

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14	15	9/27/1972	<input type="checkbox"/>	Campaign	Memo	From: Harry Kettmer To: H.R. Haldeman RE: Military Ads. 1 pg.
14	15	9/28/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Peter Dailey RE: TV Spots. 1 pg.
14	15	9/28/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Peter Dailey RE: Amnesty Commercial. 2 pgs.
14	15	9/25/1972	<input type="checkbox"/>	Campaign	Memo	From: Phil Joanou To: Clark MacGregor RE: Amnesty Commercial. 3 pgs.
14	15	9/26/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Peter Dailey RE: 60- second Mamie Spot. 1 pg.

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14	15	9/21/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Peter Dailey RE: "Coke"- type Commercial. 1 pg.
14	15	9/14/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Peter Dailey RE: California Ad. 1 pg.
14	15	9/1/1972	<input type="checkbox"/>	Campaign	Memo	From: Gregg Petersmeyer To: Gordon Strachan RE: California Ad. Re-election ad attached. 2 pgs.
14	15	9/14/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Harry Dent RE: Evans and Novak Political Forum - October 1. 1 pg.
14	15	9/14/1972	<input type="checkbox"/>	Campaign	Letter	From: Gordon Strachan To: John Davies RE: Campaign Materials. 1 pg.

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14	15	9/14/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Peter Dailey RE: President Nixon's TV Spots. 1 pg.
14	15	9/13/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Peter Dailey RE: Opposition Report. 1 pg.
14	15	9/12/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Peter Dailey RE: Campaign Theme. 1 pg.
14	15	9/7/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Campaign Theme. 1 pg.
14	15	9/7/1972	<input type="checkbox"/>	Campaign	Memo	From: Ray Price To: H.R. Haldeman RE: Campaign Theme. 2 pgs.

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14	15	9/7/1972	<input type="checkbox"/>	Personal	Letter	From: Gordon Strachan To: Maurine I. Dobbas RE: Absentee Ballots. 1 pg.
14	15	9/7/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Peter Dailey RE: Democrats for Nixon Advertisements. 1 pg.
14	15	9/30/1972	<input type="checkbox"/>	Personal	Memo	Gordon Strachan Follow-Up RE: Jeb Magruder's strategy memo. 1 pg.
14	15	9/30/1972	<input type="checkbox"/>	Personal	Memo	Gordon Strachan Follow-Up RE: Harris Trial Heats. 1 pg.
14	15	9/30/1972	<input type="checkbox"/>	Personal	Memo	Gordon Strachan Follow-Up RE: Inaugural. 1 pg.

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14	15	9/29/1972	<input type="checkbox"/>	Personal	Memo	Gordon Strachan Follow-Up RE: Reaction to Campaign Ads. 1 pg.
14	15	9/27/1972	<input type="checkbox"/>	Personal	Memo	Gordon Strachan Follow-Up RE: Weekly Materials Report. 1 pg.
14	15	9/26/1972	<input type="checkbox"/>	Personal	Memo	Gordon Strachan Follow-Up RE: Bob Teeter Projects. 1 pg.
14	15	9/25/1972	<input type="checkbox"/>	Personal	Memo	Gordon Strachan Follow-Up RE: "Turnaround" Ad. 1 pg.
14	15	9/21/1972	<input type="checkbox"/>	Personal	Memo	Gordon Strachan Follow-Up RE: Harris results from poll. 1 pg.

<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>
14	15	9/21/1972	<input type="checkbox"/>	Personal	Memo	Gordon Strachan Follow-Up RE: Status of amnesty ad. 1 pg.
14	15	9/21/1972	<input type="checkbox"/>	Personal	Memo	Gordon Strachan Follow-Up RE: Nixon Documentary. 1 pg.
14	15	9/14/1972	<input type="checkbox"/>	Personal	Memo	Gordon Strachan Follow-Up RE: Panel polling memo. 1 pg.
14	15	9/12/1972	<input type="checkbox"/>	Personal	Memo	Gordon Strachan Follow-Up RE: McGovern Incorporated Filing. 1 pg.
14	15	9/11/1972	<input type="checkbox"/>	Personal	Memo	Gordon Strachan Follow-Up RE: Lilly Lou Ritzke Project. 1 pg.

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14	15	9/11/1972	<input type="checkbox"/>	Personal	Memo	Gordon Strachan Follow-Up RE: Colson Report. 1 pg.
14	15	9/30/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Larry Higby RE: Joseph B. Danzansky. 1 pg.
14	15	9/25/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Larry Higby RE: "Coke" -Type Commercial. 1 pg.
14	15	9/25/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Larry Higby RE: Democrats for Nixon. 1 pg.
14	15	9/25/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Larry Higby RE: Yankelovich Survey. 1 pg.

<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>
14	15	9/22/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: General Haig RE: Campaign Advertising. 1 pg.
14	15	9/21/1972	<input type="checkbox"/>	Campaign	Memo	From: Phil Joanou To: Gordon Strachan RE: Campaign Ads. Copy of ads attached. 2 pgs.
14	15	9/14/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Larry Higby RE: Military Registration. 1 pg.
14	15	9/13/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Larry Higby RE: September 6 Memo from Haldeman to Colson. 1 pg.
14	15	9/6/1972	<input type="checkbox"/>	Campaign	Memo	From: H.R. Haldeman To: Chuck Colson RE: Campaign Strategy. 2 pgs.

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14	15	9/8/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Larry Higby RE: Advertising Billboards. 1 pg.
14	15	9/6/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Larry Higby RE: Colson Memorandum regarding Thank You Letters for RNC. 1 pg.
14	15	9/1/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: Larry Higby RE: Post articles. Originals and copies of Post articles attached. 5 pgs.
14	15	9/12/1972	<input type="checkbox"/>	Personal	Letter	From: Gordon Strachan To: Roy E. Fraser RE: McKinney Bay Improvement Association Dues. 1 pg.

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 240

Folder: Strachan A-L Chron September 1972

<u>Document</u>	<u>Disposition</u>
75	Return Private/Political Memo Strachan to Malek/Magruder 9/28/72
76	Return Private/Political Memo Strachan to Dailey/Joanou 9/14/72
77	Return Private/Political Memo Strachan to Dailey/Malek/Rietz 9/11/72
78	Return Private/Political Memo Strachan to Dailey/Malek 9/11/72
79	Return Private/Political Memo Strachan to Dailey/Joanou 9/8/72
80	Return Private/Political Memo Strachan to Bull 9/25/72
81	Return Private/Political Memo Strachan to Buchanan 9/14/72
82	Return Private/Political Memo Strachan to Buchanan 9/11/72
83	Return Private/Political Memo Strachan to Chapin 9/30/72
84	Retain Open
85	Return Private/Political Memo Strachan to Chapin 9/26/72
86	Return Private/Political Memo Strachan to Chapin 9/25/72
87	Return Private/Political Memo Strachan to Chapin 9/25/72
88	Return Private/Political Memo Strachan to Chapin 9/25/72
89	Return Private/Political Memo Strachan to Chapin 9/22/72
90	Retain Open
91	Retain Open
92	Return Private/Political Memo Strachan to Chapin 9/16/72
93	Return Private/Political Memo Strachan to Dailey 9/29/72
94	Return Private/Political Memo Strachan to Dailey 9/29/72
95	Return Private/Political Memo Strachan to Dailey 9/28/72
96	Return Private/Political Memo Strachan to Dailey 9/28/72
97	Return Private/Political Memo Strachan to Dailey 9/24/72
98	Return Private/Political Memo Strachan to Dailey 9/21/72

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 240

99	Return	Private/Political Memo Strachan to Dailey	9/14/72
100	Return	Private/Political Memo Strachan to Dent	9/14/72
101	Return	Private/Political LTR Strachan to Davies	9/14/72
102	Return	Private/Political Memo Strachan to Dailey	9/14/72
103	Return	Private/Political Memo Strachan to Dailey	9/13/72
104	Return	Private/Political Memo Strachan to Dailey	9/12/72
105	Return	Private/Personal LTR Strachan to Dobbas	9/7/72
106	Return	Private/Political Memo Strachan to Dailey	9/7/72
107	Return	Private/Political Memo Strachan to Follow-Up	9/30/72
108	Return	Private/Political Memo Strachan to Follow-Up	9/30/72
109	Return	Private/Political Memo Strachan to Follow-up	9/30/72
110	Return	Private/Political Memo Strachan to Follow Up	9/27/72
111	Return	Private/Political Memo Strachan to Follow Up	9/27/72
112	Return	Private/Political Memo Strachan to Follow Up	9/26/72
113	Return	Private/Political Memo Strachan to Follow Up	9/25/72
114	Return	Private/Political Memo Strachan to Follow up	9/21/72
115	Return	Private/Political Memo Strachan to Follow up	9/21/72
116	Return	Private/Political Memo Strachan to Follow up	9/21/72
117	Return	Private/Political Memo Strachan to Follow Up	9/14/72
118	Return	Private/Political Memo Strachan to Follow Up	9/12/72
119	Return	Private/Political Memo Strachan to Follow Up	9/11/72
120	Return	Private/Political Memo Strachan to Follow up	9/11/72
121	Return	Private/Political Memo Strachan to Higby	9/30/72
122	Return	Private/Political Memo Strachan to Higby	9/25/72
123	Return	Private/Political Memo Strachan to Higby	9/25/72
124	Return	Private/Political Memo Strachan to Higby	9/25/72

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 240

125	Return	Private/Political Memo	Strachan to Haig	9/22/72
126	Return	Private/Political Memo	Strachan to Higby	9/14/72
127	Return	Private/Political Memo	Strachan to Higby	9/13/72
128	Return	Private/Political Memo	Strachan to Higby	9/8/72
129	Return	Private/Political Memo	Strachan to Higby	9/6/72
130	Retain	Open		
131	Return	Private/Political Note	Strachan to Higby	9/1/72
132	Retain	Open		
133	Return	Private/Personal LTR	Strachan to Fraser	9/12/72
134	Retain	Open		
135	Retain	Open		
136	Retain	Open		
137	Retain	Open		
138	Retain	Open		
139	Retain	Open		

ADMINISTRATIVELY CONFIDENTIAL

September 28, 1972

MEMORANDUM FOR:

FRED MALEK
JEB MAGRUDER

FROM:

GORDON STRACHAN

SUBJECT:

Tom Houser Debate with Shriver

This morning's News Summary carries an interesting analysis of how Shriver "outtalked, outmaneuvered and outpointed" Tom Houser. Would you advise me of the policy of having local CRP officials debate Democratic candidates?

GS/jb
FU - 9/30

ms

few signs it's working. (Good clip of passing around bucket for money w/few, if any, givers). Texas is more excited about football, said Drinkwater -- thus, Shriver's new attack. To applause, Shriver on film -- rather hysterically -- comparing RN surrogates to pro team's "front 4" (reported previously) and adding that behind the front 4 is a "Tricky Dicky quarterback." (Shriver strikes sassy pose) Drinkwater says HHH carried Texas w/this sort of campaigning, but according to pollsters, if election were now, RN would win it. (NB: DNC clip from which we quoted Sarge in Wed. summary left off the "Tricky" remark)... UPI reports that 1701 released a transcript of Shriver's comparison of RN's colleagues with pro-football players -- "rather thick sometimes." In releasing the tape, the committee conceded it was "unusual" for it to disseminate remarks by an opponent, but added: "...We believe that the personal abuse in the remarks and the strident tone... perfectly summarize the tactics the McG campaign has adopted."

The Chic News Nicodemus says Shriver's warm Chic welcome and "rip-snorting" TV appearance where he "outtalked, outmaneuvered and outpointed" Tom Houser w/jaunty, agile verbals made Sarge's "homecoming" one of his best days. Daley squarely confronted local Dem rancor w/"profuse" praise for Shriver. Nicodemus notes sparring on Watergate as Shriver said RN should go on TV to explain Watergate, as w/"Checkers." Houser countered "but in (Checkers), he knew all the facts of what 1701's doing? If he can't get those facts, he shouldn't be Pres."

OTHER POLITICS

The Birmingham News says Southerners have a reputation of being polite and that's the way it was when 7,000 mostly young at Auburn listened to EMK. They were "courteous, polite and respectful -- but not overwhelmingly enthusiastic." It wasn't billed as a rally, and it wasn't. But if EMK had hopes of winning converts and if McG hoped to reap political benefits, they both apparently failed. No known Dem officeholders were in the audience. And EMK failed to ignite his audience, answering some questions in a way that the audience wondered if the question had been answered. EMK's references to Wallace failed to win applause, but several of his references to foreign aid, high prices, loopholes and big govt. had a ring of Wallaceism w/a NE accent. If Wallace were watching, one could almost hear him claiming title to some of the statements. EMK's best reception came re: VN. EMK pointed out other Dems came from behind, but when he left, says Birm News he didn't leave the impression that he felt the gap could be closed this time.

ADMINISTRATIVELY CONFIDENTIAL

September 14, 1972

MEMORANDUM FOR:

PETER DAILEY
PHIL JOANOU

FROM:

GORDON STRACHAN

SUBJECT:

Advertisement Approval

To confirm our conversation this morning, Bob has approved the Democrats for Nixon layout and copy for the newspaper ads next Tuesday, as well as the Veterans brochure, the print advertisement for the Army, Navy and Air Force Times, and the brochure entitled "Clearest Choice of the Century".

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

September 11, 1972

MEMORANDUM FOR:

PETER DAILEY
FRED MALEK
KEN RIETS

FROM:

GORDON STRACHAN

SUBJECT:

Materials Distribution

It has come to our attention that the Young Voters for the President are particularly short on literature to distribute. Not just bumper stickers and brochures, but all the hand-out literature is also needed. The three states mentioned are Pennsylvania, Illinois and California. The problem is not one of receipt of the initial package of information, but rather the volume. Apparently, the YVPs distribute material quicker than anticipated.

cc: Lewis Dale

GS/jb
FU - 9/13

ADMINISTRATIVELY CONFIDENTIAL

September 11, 1972

MEMORANDUM FOR:

PETER DAILEY
FRED MALEK

FROM:

GORDON STRACHAN

It has come to our attention that the literature prepared for the minorities is the weakest of the advertising materials. In particular, the material directed at Puerto Ricans and Mexican Americans appear to be translated from English and therefore misses much of the liggo. Apparently, Lyn Nofsiger in California is re-writing some of his minorities literature to meet this criticism.

Would you advise me whether this claim can be verified by the Voting Bloc directors in charge?

GS/jb
FU - 9/14

ADMINISTRATIVELY CONFIDENTIAL

September 8, 1972

MEMORANDUM FOR:

PETER DAILEY
PHIL JOANOU

FROM:

GORDON STRACHAN

SUBJECT:

Advertising Desk Man

Last week when we had a problem regarding getting a quick answer from the November Group, we decided it would be best to have a desk man available at all times who knew where members of the group were located. Today I began calling 333-3513 and 3853 to reach you regarding immediate questions about the McGovern purchases. It is now 12:45 and there has been no answer.

I cannot over-emphasize the importance of being able to reach a member of the Washington-based November Group to obtain quick answers. The desk man solution apparently has broken down. Please advise me of your replacement system today.

cc: Jab Magruder

GS/jb
FU - 9/12

ADMINISTRATIVELY CONFIDENTIAL

September 25, 1972

MEMORANDUM FOR:

STEVE BULL

FROM:

GORDON STRACHAN

SUBJECT:

Delegates' Gifts

In light of your September 12 memorandum regarding the problems with delegates' gifts at the Convention, Jon Foust and Job Magreder prepared the attached memorandum explaining the entire situation to Clark MacGregor. Would you review the memorandum and advise me of your comments.

cc: Dwight Chapin

GS-jb
FU - 9/29

Reiser / Foust

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

ADMINISTRATIVELY
CONFIDENTIAL

September 12, 1972

FOR: GORDON STRACHAN
FROM: STEPHEN BULL *SB*
RE: Delegates Gifts

As you know, we had specially prepared for the Delegates to the Republican National Convention special gifts that were intended exclusively for the Delegates. For the women we had bracelets with the Presidential Seal and for the men new tie bars. Both of these gifts were boxed in special metal cases with the printing "Delegate, Republican National Convention, Miami Beach, Florida, 1972".

Since you were the liaison with 1701, I just want you to know that these gifts were grossly misused. Because specific numbers of men and women Delegates fluctuated, we had extras of each gift prepared and sent down so that there would be sufficient quantities whichever way the balance swung. Obviously this would result in a surplus.

The end result of this was that the staff people down there, particularly a lot of the 1701 men, were wandering around with tie bars which were the surplus items. This diluted the impact of the Delegates gifts since they were obviously not as exclusive as people were originally told.

I am not insinuating in any way that this is your fault but am advising you of how this particular function was handled by 1701, i.e., irresponsibly.

cc: D. Chapin

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 21, 1972
3:00 p.m.

MEMORANDUM FOR: THE HONORABLE CLARK MACGREGOR

THROUGH: JEB S. MAGRUDER

FROM: JON A. FOUST *Jon Foust*

SUBJECT: Presidential Delegate Gifts
1972 Republican National Convention

Miss Lucy Ferguson of the White House was requested to assist the Convention Coordinators by selecting and ordering the Presidential delegate gifts. With the quantities given her (756 female, 2280 male), she chose a pin and a tie bar bearing the Presidential seal. When she was informed of the change of quantity of female gifts to 1100, she had to choose another gift because of the short time factor, and reorder. Both items were delivered by August 19, Saturday, for the packaging process and the Sunday delivery procedure.

The female gifts were physically packaged by members of the Advance Operation, accurately counted, then delivered to the distribution point from which Mr. Feinstein, a member of the Florida Host Committee, would make delivery Sunday to all delegations. (The male delegate gifts were in the appropriate "goodie bags", while the female gifts were delivered en masse to be delivered internally.) Because of his lack of delivery facilities, a White House advanceman, Mr. Ashton Hardy, provided Mr. Feinstein with one truck and one assistant. Thirty-two (32) states received delivery Sunday evening. It was Mr. Feinstein's job to deliver and obtain a signature on a receipt from the delegation chairman or his designee. The records of receipt are in the possession of Mr. Feinstein; and I have been assured by Mrs. Ann Wilson, also a member of the Host Committee, that they will be delivered to me. After receiving the "goodie bags" containing the gifts and the group of female gifts, the chairman or his designee had the responsibility of internal distribution. The Advance Operation then acquired the responsibility of making sure the remaining twenty-two (22) states received their gifts. Mr. Hardy and several other White House advancemen did, in fact, complete delivery by the end of the Convention, though it had to be completed on the Convention Floor.

In light of the above facts, it is both Mr. Timmons' and my recommendation that a letter be drafted to go under the signature of Mr. MacGregor to anyone who has a complaint, explaining that sufficient gifts were ordered and delivered for each delegate and alternate attending the Convention, that perhaps they should check within the delegation to see if anyone received two gifts by mistake, and, finally, that these were a special-order gift from the President and would not be able to be reordered due to the nature

MEMORANDUM FOR: THE HONORABLE CLARK MACGREGOR
SUBJECT: Presidential Delegate Gifts
1972 Republican National Convention

PAGE 2

of the gift. We also recommend that a blanket letter be sent to the chairman of each delegation explaining the action we will take in each individual case; that is, the type of letter that will be sent.

APPROVE ✓

DISAPPROVE _____

ADMINISTRATIVELY CONFIDENTIAL

September 14, 1972

MEMORANDUM FOR:

PATRICK J. BUCHANAN

FROM:

GORDON STRACHAN

SUBJECT:

Republican National
Committee Talking Paper

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

_____ Yes

_____ No

GS/jb

HIGH PRIORITY

September 1, 1972

MEMORANDUM FOR:

PATRICK BUCHANAN

FROM:

GORDON STRACHAN

SUBJECT:

Amnesty Paragraph of
DPN Brochure

Bob asked that you review and redraft the paragraph on amnesty that is marked. The revised texts of other parts of the brochure will be sent out to California on the courier tonight so if you could let us have your draft this afternoon it would be appreciated.

Thank you.

GS/jb

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 7%. Housing starts, a prime indicator, are up 42% over last year.

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...the ground war is over 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.

AMNESTY

The President refuses to even consider amnesty for draft-dodgers until after the war in Vietnam is over and the Communists have returned all our prisoners of war. He would then ~~be selective by separating~~ those who have dodged the draft and ~~stayed in America~~ and those who actually deserted America by relocating to a foreign country.

require suitable penalties for

*Check Buchanan
on this wording.
The present 9 is totally wrong.*

September 30, 1972

MEMORANDUM FOR:

DWIGHT CHAPIN

FROM:

GORDON STRACHAN

SUBJECT:

John Andrews - Ohio

John Andrews, the Chairman in Ohio, called Bob today. I took the call and he asked me for the status of the proposed train trip through Ohio. I indicated that you were still working on it and had the matter under consideration. Apparently you had talked to him about the project.

I assume you will get back to Andrews as soon as a decision is reached, as he claims there are many matters pending.

GS:car
H/FU - 10/5

ADMINISTRATIVELY CONFIDENTIAL

September 26, 1972

MEMORANDUM FOR: DWIGHT CHAPIN
FROM: GORDON STRACHAN
SUBJECT: Campaign Visit to New Jersey

Clark MacGregor sent the attached letter from Governor Cahill requesting a Presidential visit in New Jersey. Bob has seen the material but wanted you to have the original.

You should know that there was some controversy surrounding 1701's request that Cahill and Case sign the direct mail letters on behalf of the President. The net result was that they did not sign the letters and the materials went out over MacGregor's signature. If a visit to New Jersey is being seriously considered, you may want to check MacGregor directly to check the exact facts surrounding this matter. Bob is aware of this problem which will appear on our follow up November 8th.

GS/jb
FU - 9/30

THE WHITE HOUSE
WASHINGTON

Date: 9/23/72

TO: H.R. HALDEMAN
FROM: GORDON STRACHAN

A copy has been sent to Chapin.

✓
Send orig to C
not a copy.

Committee for the Re-election of the President

MEMORANDUM

September 21, 1972

MEMORANDUM FOR: MR. H. R. HALDEMAN
FROM: CLARK MacGREGOR *CM*
SUBJECT: Request for Presidential Campaign
Visit to New Jersey

Enclosed for your consideration is a letter I received from Governor Cahill in which he urges that the President visit New Jersey on two separate occasions -- one visit to the northern part of the state, the other to the southern part.

Enclosure

Disc May



STATE OF NEW JERSEY
OFFICE OF THE GOVERNOR
TRENTON

WILLIAM T. CAHILL
GOVERNOR

September 11, 1972

PERSONAL AND CONFIDENTIAL

Dear Clark:

This will confirm our telephone conversation and remind you of my concern about the coming election in New Jersey.

I think it important that the President come to our State on at least two occasions. One day should be devoted to North Jersey and the other to South Jersey. Each of these trips can be conveniently tied into a visit to New York City and Philadelphia, if necessary.

I have appointed Ira Grayson of my staff to work out the details of the presidential visit with anyone that you might designate. Ira will be pleased to come to Washington at your request.

While things look very good at the moment, as two old campaigners, we both know that the unexpected often happens and that we should prepare for the worst, rather than the best. New Jersey, as you know, is a difficult State, and every effort must be expended to insure victory in November.

It is also important, Clark, that I know the dates when the President will come as soon as possible so that adequate planning can take place. I will appreciate hearing from you along these lines at your earliest convenience.

Kindest personal regards.

Sincerely,

A handwritten signature in dark ink, appearing to read "Bill Cahill", written in a cursive style.

GOVERNOR

The Honorable Clark MacGregor
Chairman, Committee for the Re-election of the President
1701 Pennsylvania Avenue, Northwest
Washington, D. C. 20006

ADMINISTRATIVELY CONFIDENTIAL

September 25, 1972

MEMORANDUM FOR:

DWIGHT CHAPIN

FROM:

GORDON STRACHAN

SUBJECT:

Ed Nixon

Bob may have covered this separately with you, but just to confirm, it is his understanding that you should get Ed Nixon's scheduling under your "wing".

If you have already covered this with Bob, fine; otherwise would you let me know of any problems?

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

September 25, 1972

MEMORANDUM FOR:

DWIGHT CHAPIN

FROM:

GORDON STRACHAN

SUBJECT:

Nofsiger's Suggestions

In a long conversation with Lyn Nofsiger yesterday, he made two suggestions that you may want to consider. The first concerns a suggestion that Mark Spitz be involved in a handshake on September 27. Nofsiger is not pushing the suggestion. He merely noted that, although Spitz had received a letter from the President, there had been no meeting or phone call as had been suggested after the Olympics. It is Nofsiger's view that Spitz, even with seven Gold Medals, would not be as great a sports celebrity as an outstanding football player.

Nofsiger's other suggestion was that the President might want to be identified in California with the surfer image. According to Nofsiger, the image of surfers has changed since we were in California. Now most people believe that California surfers are better than the kids into drugs. Nofsiger says that the California Committee has excellent lines into the top surfers and that either a meeting or a surfboard with the Presidential seal (no kidding) might be helpful.

GS/jb
FU - 9/29

ADMINISTRATIVELY CONFIDENTIAL

September 25, 1972

MEMORANDUM FOR:

DWIGHT CHAPIN

FROM:

GORDON STRACHAN

SUBJECT:

Sandwich

At the Saturday 9:15 meeting, Colson was quite upset to learn that the sandwich project may be eased off. You may have already covered this with Dick Howard, but the reason I'm raising it is to find out whether the goal is still to sandwich as much as possible or to back off.

GS/jb
FU - 9/28

ADMINISTRATIVELY CONFIDENTIAL

September 22, 1972

MEMORANDUM FOR:

DWIGHT CHAPIN

FROM:

GORDON STRACHAN

SUBJECT:

Youth Commercial

Peter Dailey has prepared a "Coke"-type commercial based on the song that we would very much like to have you review. The videocassette is in my office as well as the recorder. Would you let us know your reaction as soon as you have had a chance to see this ad?

ADMINISTRATIVELY CONFIDENTIAL

September 6, 1972

MEMORANDUM FOR:

DWIGHT CHAPIN

FROM:

GORDON STRACHAN

SUBJECT:

Roger Ailes' Comments

Roger Ailes sent the attached analysis of McGovern's latest television appearance to Bob. You may want to review it personally or with Carruthers and Goode before it is forwarded to Bob. Some of his points are quite interesting and you may want to comment in light of the differences between McGovern's approach and the President's.

GS/jb

FU - 9/11



888 SEVENTH AVENUE, NEW YORK, N.Y. 10019 / 212 765-3022

CONFIDENTIAL

MEMORANDUM

August 24, 1972

TO: H. R. Haldeman
FROM: Roger E. Ailes
SUBJ: George McGovern

I thought you might be interested in my assessment of McGovern's latest television appearance announcing Sargent Shriver as his running mate.

- 1) He made a mistake in trying to beat the President at his own game -- sitting behind a desk and holding a speech. McGovern's pitch is somewhat higher than Nixon's and he has a slight speech impediment which closely resembles a lisp. This causes sibilance which most speech therapists agree is not a pleasant sound of the year.
- 2) It is obvious that his throat was dry, he was nervous and his continual gulping for air or swallowing was very distracting.
- 3) He read too fast and thereby lost a good deal of sincerity in the speech.
- 4) He wore a bad tie for television -- much too busy and distracting.
- 5) He was seated too close to the background and the hard horizontal line across the back of his head drew the eyes outward rather than inward toward his face. There was very little separation between himself and the background.
- 6) He has a pitch pattern which seems almost unbreakable. In places he chose language that was generally too sophisticated for television and over the audience's head. The final Biblical quote left everyone looking at each other and saying, "I wonder what he meant by that." He was just too abstract.

August 24, 1972

- 7) I believe he hurt himself early in the speech by referring to Eagleton's "mental disorders." It was simply not necessary to bring it up again.
- 8) He never should have had the room full of people while making that kind of a speech. There was a good deal of background noise and the people were distracting to him and made him nervous.
- 9) The key light was too bright so that every time he looked down he picked up "bright light bounce" off of his forehead.
- 10) He never seemed to control the audience with his eyes. They were constantly glancing up, down and around. Other than the voice, the eyes are the single most important quality in this type of speech. It is extremely important that the viewer at home feel eye contact with the man speaking to him so that he can sense the sincerity.

All in all, he came out a poor second to the President, and I don't think he's got a great deal to worry about. The Democrats can't win it. Now, only the Republicans can lose it.



REA/lam

ADMINISTRATIVELY CONFIDENTIAL

September 29, 1972

MEMORANDUM FOR:

PETER DAILEY

FROM:

GORDON STRACHAN

SUBJECT:

Military Handbill

Pursuant to our conversation today, attached is the military handbill with Bob's comments:

"Still just as bad. Make the point in the headline - don't raise a question."

cc: Jeb Magruder

GS/jb

FU - 10/3

Don't let McGovern's
plans
on foreign policy
and defense
how will they
affect you?

\$2 Billion Cut on Our Defense Budget

McGovern's proposed \$32 Billion slash would cut
• away much of America's security. This proposal

- Cut the Marines by 1/3
- Cut Air Force personnel by 1/3
- Cut Navy personnel by 1/3
- Cut interception planes in 1/2
- Cut the Navy fleet in 1/2
- Cut Navy carriers from 16 to 6
- Close 500 military bases the first year
- Cut Poseidon subs from 31 to 7
- Cancel Minuteman III and silo upgrade
- Cancel B-1 bomber
- Cancel the safeguard system
- Cancel AWACS
- Cancel the Harrier
- Cancel the F-15
- Cancel the F-14 Phoenix
- Cancel the S-3A

Immediate Withdrawal

Without Our POW's

McGovern would pull our troops out of Vietnam immediately
without our POW's. And he would
cancel the program to liberate
our POW's.

President Nixon's position.

President Nixon believes we need to
defense deterrent in order to insure
has negotiated arms limitation agreements
only from a position of strength. He would
in the position of becoming a second
class nation.

President Nixon has ended America's
role in Vietnam, and he'll bring all of our
soon as the enemy agrees to an immediate
cease-fire throughout Indochina and the
And the President will only consider
wouldn't come after the POW's are home.

President Nixon offers America
ress without radical change. He's
home while building lasting peace
why when you consider the alternative
McGovern offers, it becomes evident
Nixon. Now More Than Ever.

President Nixon. Now more than ever.

If you're an absentee voter and don't
see your unit's voters effort, if
don't forget to use it.

Committee for the Re-election of the President

MEMORANDUM

September 20, 1972

TO:

~~GEORGE STRACHAN~~ H

FROM:

PHIL JOANOU

Attached is a zerox of the military handbill - sorry we couldn't get a stat. This is scheduled for distribution on military bases at the end of September.

9/26

- no images
- big headlines
- not a fact sheet

Joanou

S ⇒ *Quincy*
9/22

Terrence

see me

do not use this

ADMINISTRATIVELY CONFIDENTIAL

September 29, 1972

MEMORANDUM FOR:

PETER DAILEY

FROM:

GORDON STRACHAN

SUBJECT:

Military Ads

Please note Bob's comment on the attached memorandum:

"I still think this is weak - but it's getting too late to quibble."

Would you advise me of the changes that are made?

cc: Jeb Magruder

GS/jb
FU - 10/3

Committee for the Re-election of the President

September 27, 1972

MEMORANDUM

TO: ~~GORDON STRACHAN~~ H

FROM: HARRY KETTNER HK

Attached are photostats for the third military ad (three versions: Army Times, Navy Times, Air Force Times). The closing date is the 1st week of October.

Also attached is the Labor card - this is scheduled for distribution to labor members in a quantity of 500,000 upon approval.

cc: Phil Joanou
Pete Dailey

No LF
Say why in the
headline.

I still think
this is weak -
but it's getting so
late to fix me

ADMINISTRATIVELY CONFIDENTIAL

September 28, 1972

MEMORANDUM FOR:

PETER DAILLY

FROM:

GORDON STRACHAN

SUBJECT:

TV Spots

The one-half hour documentaries that you recommended running on October 13th and 15th are not to be run during those time slots. As we have discussed, the Russia sections of all spots (documentaries, 5-minute Russia spot, 60-second spot, and any reference in "The Record") must be changed. The guidance I have is that all references to Russia must be tougher with the explicit dropping of the Tanya section.

Concerning the Karalekas memorandum regarding McGovern competitive activity, it was noted that the "Marcus Welby" spot cost \$6,533. Did we pay \$12,000 for a comparable spot? This should be checked carefully for, as you mentioned on the telephone, the networks must charge us and McGovern exactly the same.

cc: Jeb Magruder

GS/jb
FU - 9/30

ADMINISTRATIVELY CONFIDENTIAL

September 28, 1972

MEMORANDUM FOR:

PETER DAILEY

FROM:

GORDON STRACHAN

SUBJECT:

Amnesty Commercial

Concerning your September 25 memorandum regarding the Amnesty commercial, you will note that Bob has written "I agree" in reference to your recommendation against running the Amnesty ad. Would you advise Ken Riets?

Thank you.

cc: Jeb Magruder

GS/jb
FU - 10/2

DEX - INFORMATION SHEET

ORIGINATORS LOCATION: <u>LA</u>	DEX NR <u>007</u>
ADDRESSEES LOCATION: <u>WASH DC</u>	NR OF PAGES <u>3</u>
FROM: <u>PAUL JOANON</u> TO: CLARK MAC GREGOR <u>STRACHAN</u> 	DTG: <u>280830Z</u> SPECIAL INSTRUCTIONS:
TOT: <u>280830Z</u>	TOR: INITIAL

'72 SEP 28 AM 4.52

Admin Stack

Continuation of the Selection of the President
DETERMINED TO BE AN
ADMINISTRATIVE MATTER

E.O. 12065, Section 6-102

MEMORANDUM By *Enprise* NARS, Date *1-14-80* September 25, 1972

CONFIDENTIAL

MEMORANDUM TO: CLARK MacGREGOR
THROUGH: JEB S. MAGRUDER
FROM: PHIL FORAN
SUBJECT: Amrassy Commercial

Jane

Per your request is a script for an "Amrassy" television commercial.

We believe this issue should be targeted at special groups, as has been done in ads for veterans magazines, and direct mail to urban ethnic and blue collar workers.

The reason for not using it on television, which reaches all age groups, is that the issue varies by age, and the younger voter tends to be more in favor of amnesty than older voters. Also, a significant number of voters aren't on TV.

Gallup on 8/11 asked when while the national sample was 50% for amnesty without some form of punishment, 60% were opposed. For under 30 voters, the figures were 47/53.

Harris on 8/10 showed 55% in favor of amnesty; 50% with no conditions attached.

We see no reason to call on this point with younger voters. Therefore no checks and balances should be of this issue. We have to come with this favor-
mination.

cc: Phil Foran

Phil Foran

NOVEMBER
GROUP
INC.

909 THIRD AVENUE
NEW YORK, N. Y. 10022
(212) 752-3500

COMMERCIAL TV

Title: AMNESTY

Date: September 21, 1972

Commercial No.

Client: NIXON CAMPAIGN
(DEMOCRATS FOR NIXON)

Length 60 B&W Color

Product

No. of words:

RTO

Promise

Approval.

VIDEO

1. OPEN ON SCENE OF TROOPS WITH FULL GEAR BOARDING A TROOP SHIP.
2. DISSOLVE TO CLOSE UPOTS OF MEN AS THEY EMBAIK.
3. DISSOLVE TO IMMIGRATION CENTER AS YOUNG MEN ARE BEING SCREENED IN.

AUDIO

ANNCR: (VO) Senator George McGovern has promised that, once the war in Vietnam is over, he will grant complete and unconditional amnesty to those men who chose not to be drafted and instead, left the country or went to jail. President Nixon has said that he would be liberal in regard to amnesty, too, but with one reservation. He would ask that those who broke the law by dodging the draft pay the penalty of breaking that law. The President's position is this: There are thousands and thousands of young men who did choose to serve, and it is wrong to propose complete amnesty for draft dodgers while the North Vietnamese still hold our prisoners of war.

Title: AMNESIA

Date: September 21, 1972

Length: 60

Page: 2

VIDEO

AUDIO

4. DISSOLVE TO PRESIDENT NIXON AT HIS DESK IN THE OVAL OFFICE.

5. DISSOLVE TO "DEMOCRATS FOR NIXON" LOGO AND THE MANDATORY LINE.

The difference in the positions of Senator McCovern and the President on amnesty reflect a difference in philosophy....a difference you should think about on November 7th.

ADMINISTRATIVELY CONFIDENTIAL

September 26, 1972

MEMORANDUM FOR:

PETER DAILEY

FROM:

GORDON STRACHAN

SUBJECT:

60-second Mamie Spot

Pursuant to our conversation today, would you have a 60-second spot utilizing the "Mamie" film shown at the Convention.

cc: Jeb Magruder

FU - 9/29

ADMINISTRATIVELY CONFIDENTIAL

September 21, 1972

MEMORANDUM FOR:

PETER DAILEY

FROM:

GORDON STRACHAN

SUBJECT:

"COKE"-type Commercial

We have reviewed the videocassette of the "Coke"-type commercial which you prepared. Before a decision is made as to whether this type of commercial should be run, would you have Ken Riets and some of his Youth people look at the commercial and give you their opinion about the advisability of preparing one of these "Coke"-type commercials. You might want to point out to them that the pictures as background with a speeded-up version of the music could draw on pictures from China, Russia, walks on San Clemente beach, and Florida photographs, instead of 1968 campaign footage; but the real purpose is to get the Youth division's opinion of this type of commercial.

cc: Jeb Magruder

FU - 9/26

ADMINISTRATIVELY CONFIDENTIAL

September 14, 1972

MEMORANDUM FOR:

PETER DAILEY

FROM:

GORDON STRACHAN

SUBJECT:

California Ad

Attached is the "Californians Can't Afford George McGovern" ad that you and I discussed recently. Would you give me your opinion as to the desirability of running this ad?

cc: Gregg Petersmeyer

GS/jb
FU - 9/20

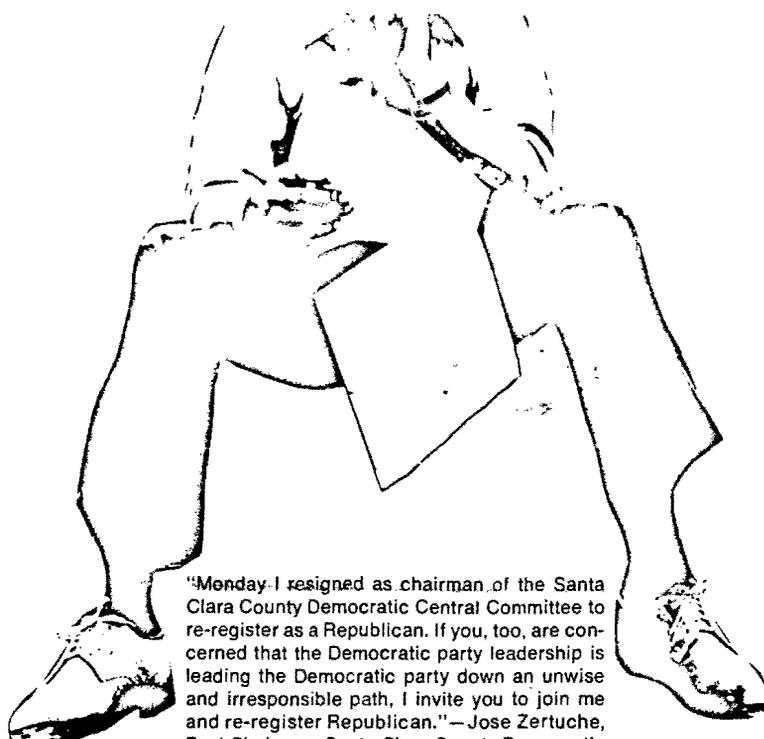
THE WHITE HOUSE
WASHINGTON

September 1, 1972

MEMORANDUM FOR GORDON STRACHAN

Attached is a California re-election ad that ran full page in the Los Angeles Times and the San Francisco Chronicle. It generated volunteers and several people thought it might be of some use on a national level.


C. Gregg Petersmeyer



"Monday, I resigned as chairman of the Santa Clara County Democratic Central Committee to re-register as a Republican. If you, too, are concerned that the Democratic party leadership is leading the Democratic party down an unwise and irresponsible path, I invite you to join me and re-register Republican."— Jose Zertuche, Past Chairman, Santa Clara County Democratic Central Committee

Californians can't afford George McGovern.

It's not too late to register Republican.

Mail this coupon today

To: Committee to Re-elect the President
3080 La Selva, San Mateo, Calif. 94403

Yes, send a registrar to my home so I can register Republican!

I want to change my registration from Democrat to Republican!

I'd like to volunteer to help. Contact me.

The best time to contact me is _____,
and my phone number is _____.

Name (Please print) _____

Street _____

City _____ Zip _____

Call or visit your local headquarters: **ALAMEDA:** 401-15th St., Oakland, CA 94612, 893-7355; **CONTRA COSTA:** 1475 North Broadway, Suite 302, Walnut Creek, CA 94596, 937-7950; **MARIN:** 1403-4th St. San Rafael, CA 94901, 456-9482; **MONTEREY:** 216 Main St., Salinas, CA 93901, 424-6142; **NAPA:** 113 Mein St., Napa, CA 94558, 255-1743; **SACRAMENTO:** 700 Leisure Lane, Sacramento, CA, 929-0200; **SAN FRANCISCO:** 645 Van Ness Ave., San Francisco, CA 94102 (temporary), 44 1-1972; **SAN JOAQUIN:** 245 East Weber, Stockton, CA 95204, 948-9256; **SAN MATEO:** 3080 La Selva, San Mateo, CA 94403, 574-3370; **SANTA CLARA:** 538 So. Murphy, Sunnyvale, CA 94086, 735-0121; **SOLANO:** P.O. Box 42, Fairfield, CA 94533, 422-4601; **SONOMA:** 570 Mendocino Ave., Santa Rosa, CA 95401, 542-7066.

California Committee for the Re-election of the President

1670 Wilshire Blvd., Los Angeles, Calif. 90017, 484-1330

See us at the 1972 California Republican Party Convention in Anaheim

ADMINISTRATIVELY CONFIDENTIAL

September 14, 1972

MEMORANDUM FOR:

HARRY DENT

FROM:

GORDON STRACHAN

SUBJECT:

Evans & Novak Political Forum -
October 31

To confirm our conversation, it is my understanding that either you or one of your fellows will attend the Evans & Novak Political Forum and submit a brief description as you did last time.

GS/jb
FU - 10/29

September 14, 1972

Dear John:

Pursuant to our conversation this morning, I am enclosing the most recent bundle of campaign materials to add to your burgeoning collection. I'm sure you will find some of the materials amusing. We would appreciate your comments.

Rest assured that a complete set is being maintained here at the White House for you.

With best wishes,

Sincerely,

Gordon Strachan
Staff Assistant
to H. R. Haldeman

Mr. John Davies
American Institute of
Public Opinion
Princeton, New Jersey
08540

GS:car

ADMINISTRATIVELY CONFIDENTIAL

September 14, 1972

MEMORANDUM FOR:

PETER DAILEY

FROM:

GORDON STRACHAN

SUBJECT:

President Nixon's
TV Spots

May we please have one complete copy for the video-cassette player of the President's 60-second and 5-minute TV spots.

Thank you.

GS/jb
FU - 9/19

ADMINISTRATIVELY CONFIDENTIAL

September 13, 1972

MEMORANDUM FOR:

PETER DAILEY

FROM:

GORDON STRACHAN

SUBJECT:

Opposition Report

In the weekly Karalekas reports on the opposition's requests for availables, it has been requested that you also include a description of the past week's activities noting the percentage of spots aimed at certain groups. For example, if McGovern ran three times as many Older Voters spots as Veterans spots, the report should reflect this. So far this week, McGovern has run the Veterans spot twice and the Older Voters spot once. The Karalekas report, which I understand is to be submitted each Friday, should reflect the previous week's activities as well as the future projections.

As we have discussed on the phone, never hesitate to send interim "flash" reports on information. For example, it would have been good to know that McGovern had purchased that 5 minute Veterans spot last night.

cc: Jeb Magruder

FU - 9/15

ADMINISTRATIVELY CONFIDENTIAL

September 12, 1972

MEMORANDUM FOR:

PETER DAILEY

FROM:

GORDON STRACHAN

Bob thought you might be interested in the attached suggestion for a campaign theme. He is not urging this particular theme, but wanted you to consider it.

GS/jb

THE WHITE HOUSE
WASHINGTON

Date: 9/7

TO: H.R. HALDEMAN
FROM: GORDON STRACHAN

A copy should be sent to
Peter Dailey.

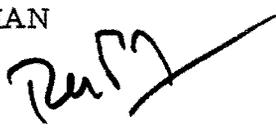
~~also to~~ OK

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

September 7, 1972

MEMORANDUM FOR: BOB HALDEMAN
FROM: RAY PRICE 
SUBJECT: CAMPAIGN THEME

Here's a thought that I think our people should try to get across:

Now that the 22nd Amendment limits a President to two terms in office, when an incumbent runs for re-election the burden of proof that he should be ousted rests on the challenger.

Any new President needs start-up time to get his Administration in gear; thus a President's first term is a time of beginnings, and his second a time of completion. As Mamie Eisenhower quoted Ike to the Convention, four years is not enough for a President to do what needs to be done.

This is much more true now than ever before, when the tasks of government are so complex. Thus, in choosing a new President, under the 22nd Amendment system, we in effect choose with a presumption that he should have eight years, but with an "option to revoke" at the mid-point of those eight years. It would be wasteful and unwise to exercise that option unless his performance in the first four years is seriously flawed.

Thus it's not simply a choice between two contenders for one office; it's a question of whether to complete what

Bob Haldeman
Re: Campaign Theme

-2-

has been started, with the presumption in favor unless the burden of proof is sustained by the one who would replace him.

The 22nd Amendmend does make a difference, because for the first time it provides an automatic cut-off point for a Presidency -- so that now the question is not whether a President should be replaced, but when, at the mid-point or at the completion of his Administration.

#1 Snow's Court
Washington, D.C. 20037

September 7, 1972

Dear Maurine:

Pursuant to our conversation today, would you send two absentee ballots for me and my wife. Our signatures appear on the bottom of this letter.

Kristine spent some time at the home at Lake Tahoe this summer, but I didn't get a chance to join her. Hopefully around Christmas I will be out to the Lake. I will try to stop in and say hello.

With best wishes,

Sincerely,

Gordon Strachan

Kristine Strachan

Ms. Maurine I. Dobbas
Placer County Clerk, Court House
Auburn, California 95603

Mother and Jack -- do you have your absentee ballots yet?

ADMINISTRATIVELY CONFIDENTIAL

September 7, 1972

MEMORANDUM FOR: PETER DAILEY
FROM: GORDON STRACHAN
SUBJECT: Democrats for Nixon
Advertisements

To summarize our discussion yesterday regarding the changes Bob suggested in the Democrats for Nixon advertisements:

- 1) Don't use "second class" or "second rate" power, instead use "second strongest";
- 2) The English on whether it is "millions of we Democrats" or "millions of us Democrats" should be checked; and
- 3) The amnesty paragraph in the brochure should have the word change from "grant amnesty" to "consider amnesty".

As I reviewed with Phil Joanou, Bob Marik, and Bob Morgan, Bob was not pleased with the brochure to be sent with the Democrats for Nixon mailing. He also re-emphasized his comments originally written on the DFN brochure memorandum. He also doubted that anyone would read the brochure because it was so small.

He specifically requested that you submit copies of the Steve Karalekas memoranda which keep track of the McGovern dollar and rating purchases. These memoranda cover not only the national but the local "available's". Please send copies of whatever Karalekas prepares over for Bob on this subject.

Thank you.

cc: Jeb Magruder

GS/jb

FU - 9/11

September 30, 1972

MEMORANDUM FOR FOLLOW-UP

FROM: GORDON STRACHAN

Check with Jeb Magruder on October 5 regarding the implementation of his September 19 strategy memo.

GS:dg

September 30, 1972

MEMORANDUM FOR FOLLOW-UP

FROM: GORDON STRACHAN

On Friday, October 6, check with Colson on the status of the Harris trial heats based on his interviewing this week.

GS:dg

September 30, 1972

MEMORANDUM FOR FOLLOW-UP

FROM: GORDON STRACHAN

SUBJECT: Inaugural Activities

Check with Jeb Magruder regarding his implementation of the Haldeman comments on the September 26th memo on the inaugural.

GS:dg

ADMINISTRATIVELY CONFIDENTIAL

September 29, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check on Tuesday, October 3 regarding Dailey's report on the reaction to the first week of advertisements.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

September 27, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check on Monday, October 1 for the weekly materials report from Lewis Dale.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

September 26, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check with Bob Tester on Tuesday, September 26 regarding the addition of the effect of the vote of the grain deal. Also, check the awareness level.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

September 25, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check with Bob Tester on Tuesday on the status of the Dayton test of the "Turnaround" ad.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

September 21, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check with Dick Howard on Friday, September 22 regarding the availability of the Harris results from the poll conducted September 19-21. Also check on the Harris demographic from the East Harris release of 63-29.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

September 21, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check with Peter Dailey on Friday, September 22 on the status of the amnesty ad that was discussed on September 19. The ad should include the President's quote along the lines that "those who have delivered t their decision vs. those who have died for their decision".

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

September 21, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

On Friday, September 22, check with Phil Joanou for a copy of the finished 30-minute "Nixon - The Years" to be reviewed and finally approved by Bob. Bob is aware that the documentary would be run during the week of October 9, but should see the documentary probably on Monday, September 25.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

September 14, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check with Bob Teeter on September 15 regarding the panel polling memo that he's doing.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

September 12, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check with Fred Fielding on the status of the McGovern Incorporated filing. He used this corporate vehicle on his September 11 filing. Follow up on September 15.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

September 11, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check with Tom Evans on September 16 re the status of the Lilly Lou Ritske project.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

September 11, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

On Tuesday, September 12 check with Larry whether he has received the Colson report on the wire and TV coverage on McGovern. Apparently the Colson report will show that CBS has been overly helpful to McGovern.

GS/jb

September 30, 1972

MEMORANDUM FOR:

LARRY HIGBY

FROM:

GORDON STRACHAN

SUBJECT:

Joseph B. Dansansky

I talked with Tom Evans regarding the 1701 policy on contributions and letters as well as Mr. Dansansky. Dansansky is a Democratic businessman here in Washington, although not particularly prominent. His \$5000 contribution is modest and he would receive an appropriate letter, in due time, from Stans. There would be no Presidential acknowledgment.

Mr. Dansansky would be forwarded to Leonard Marx of DFN for any political use they might make of it.

I do not think Cohen's letter to Bob needs acknowledgment.

If you will return the original materials to me, I will get the project going.

GS:car

FU/ 10/3

ADMINISTRATIVELY CONFIDENTIAL

September 25, 1972

MEMORANDUM FOR:

LARRY HIGBY

FROM:

GORDON STRACHAN

SUBJECT:

"Coke"-type Commercial

Dwight Chapin reviewed the cassette of the "Coke"-type commercial based on the campaign song and sent us the attached well-reasoned argument indicating his own personal disapproval. Dailey will check the Young Voters for the President.

GS/jb
FU - 9/29

ADMINISTRATIVELY CONFIDENTIAL

September 25, 1972

MEMORANDUM FOR:

LARRY HIGBY

FROM:

GORDON STRACHAN

SUBJECT:

Democrats for Nixon

I mentioned in my most recent Political Matters memo to Bob that he should talk to Magruder regarding staff work done for Connally and the Democrats for Nixon. Obviously that was not the correct approach to solving what I consider a developing problem. Not only did we have troubles with the original Connally 5-minute spot, but now there is a plan regarding a Connally half-hour during the week of October 4 for a television address on national defense with visuals. Yesterday, Chapin called Joanou to direct the November Group to buy the time. Dailey is uneasy about the competence of the Jeno Paulucci advertising agency. Colson still works with Mickey Gardner and gives the impression that he regularly talks with Connally.

The basic point is that there is no central focus for Connally and the Democrats for Nixon. No staff man who can report directly and exactly to Bob is in charge. I am not seeking the assignment. What I am suggesting is that you become primarily responsible for the Connally-DFN activities. You can control Colson, keep up to date on Bob's conversations with Connally, and work with Dailey on the placement of regular DFN ads as well as the attack ads.

What do you think?

GS/jb
FU - 9/28

ADMINISTRATIVELY CONFIDENTIAL

September 25, 1972

MEMORANDUM FOR:

LARRY HIGBY

FROM:

GORDON STRACHAN

SUBJECT:

Yankelovich Survey

I talked with Harry O'Neill at ORC regarding the Yankelovich survey published over the weekend. He knows no more about the survey than the published data. However, he or Benham will call Yankelovich as an interested fellow pollster to see if more information can be derived from the survey. He will also ask about their future release plans.

GS/jb
FU - 9/28

ADMINISTRATIVELY CONFIDENTIAL

September 22, 1972

MEMORANDUM FOR:

GENERAL HAIG

FROM:

GORDON STRACHAN

SUBJECT:

Campaign Advertising

Bob Haldeman asks that Henry Kissinger personally and specifically review this proposed newspaper advertisement entitled "Crisis in the Middle East". It will not run in the New York Post on September 25, but the campaign advertising agency, the November Group, would like to run it as soon as possible.

FU - 9/25

Committee for the Re-election of the President

September 21, 1972

MEMORANDUM

TO: GORDON STRACHAN
FROM: PHIL JOANOU

Attached are stats of two ads:

1. "Crisis in the Middle East" - this is scheduled for the New York Post on September 25.
2. The third ad for the military papers "Tax Dollars" - This is scheduled for an October 3 closing date.

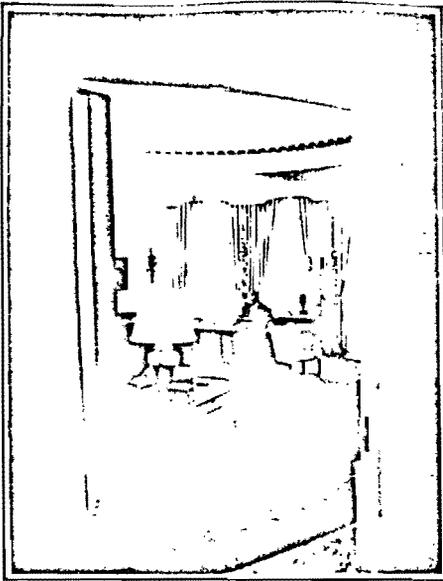
Joanou

Not approved -

*ck K on this -
+ hold up running it
unless K. personally
and specifically
approves it.*

*S → Joanou
9/22
add*

O.K.



If there is a crisis in the Middle East, who would you want sitting in the White House?

The choice, of course, is between Senator McGovern and President Nixon.

Senator McGovern has suggested that Israel return to the insecure boundaries existing before the Six Day War. He has suggested that the city of Jerusalem be internationalized. And he wants to reduce the American Sixth Fleet—aircraft carriers and all—which is in the Mediterranean as part of our N.A.T.O. commitment and which is important to the stability of the Middle East.

President Nixon, on the other hand, has provided Israel with more military and economic aid than all previous administrations combined. He has maintained America's strength in the Mediterranean. And he is committed to the idea that peace will come only when *all* countries in the Middle East "feel secure from the threat of military dominance and recognize that the only permanent way to resolve deep-seated difference is by negotiation and never by war."

The President is a level-headed internationalist who believes in the need for a strong national defense. Always ready to support America's allies, he is equally ready to seek out new avenues to peace, as his journeys to Moscow and Peking have demonstrated.

No wonder, then, that so many Americans—Democrats, Republicans and Independents—have already made their choice for President. The man they would want sitting in the White House in a crisis is the man already there.

President Nixon. Now more than ever.

ADMINISTRATIVELY CONFIDENTIAL

September 14, 1972

MEMORANDUM FOR:

LARRY HIGBY

FROM:

GORDON STRACHAN

SUBJECT:

Military Registration

Today in the Mess Frank Herringer told me that he and McAdoo, the two directly charged with implementing any military registration decision, does not as yet know what decision had been reached. It is my understanding that you prepared some materials for Bob which he covered with MacGregor and then noted "MacGregor will handle". If MacGregor did handle the project, it didn't filter down to the two guys actually working on it. You might want to hit Malek directly on this rather than via me.

GS/jb
FU - 9/20

ADMINISTRATIVELY CONFIDENTIAL

September 13, 1972

MEMORANDUM FOR:

LARRY HIGBY

FROM:

GORDON STRACHAN

SUBJECT:

September 6 Memo from
Haldeman to Colson

Discussion with Dick Howard today indicated that this memorandum has been used as the basic document for the attack meetings. All attempts are aimed at pushing these lines out. Howard is prepared to submit formal reports on these longer memos but asks that we not put such a requirement on him. He says that Bob talks with Colson daily and keeps him informed as to the status of these projects. Also, as is noted on the follow up copy, Bob indicated that he had covered the subject in a meeting.

GS/jb
FU - 9/18

Howard

September 6, 1972

Hxu
9/11

MEMORANDUM FOR : CHUCK COLSON
FROM : H. R. HALDEMAN

H noted
that this
was covered
in a
meeting

It is important to get our surrogates out immediately on an all out attack on McGovern's most extreme positions. There are stories indicating that McGovern during the past week suddenly was changing his line and sounding more and more like a Democratic candidate in the old Democratic tradition. We must not let him get away with this. It is vital to keep him on the defensive on his most vulnerable issues.

The issues that are most difficult for him to finesse are Vietnam and Defense. He cannot move too far off his extreme position here or he will lose his whole Left Wing support. For example, the quote from Fortune with regard to his beliefs that the Communists would not test him because they would not want to lose his friendship would be very effective in carrying out George Meany's line that he just doesn't understand the Communist threat.

It is very important here to see that this is the kind of material that is used only by highly sophisticated people in a way that McGovern will not be able to respond that his loyalty or patriotism is being questioned. Every statement should be prefaced with the idea that he is naive and lacks judgement on appraising the Communist threat. However, when you have such a collection of statements -- i. e. that the Russians rearmed after World War II only because we did, that we throw Thieu out and have a Communist government come into power in South Vietnam, the statement in Fortune, the quote from Newsweek that Kissinger has given to you and which Newsweek didn't use -- these and others provide ammunitions that could be used over the next two months in a devastating way.

Obviously every effort should be made to keep reminding people of his extreme welfare plans and his high budget which would result in an increase in taxes. It is vitally important to keep the ball on his side of the court -- in other words have the debate be about his plans and not about our tax reform plans which may come later on in the campaign.

Finally, in view of the Harris poll results, our positive speakers should hammer courage, integrity, world leader, and of course, the hard line in Vietnam, knowing that we find a very receptive audience to begin with on these points. All speakers should now start taking the line of calling our people to join the New Majority, give the President the chance to finish the job that he has begun at home and abroad.

HRH:LH:pm
cc: John Ehrlichman
Dwight Chapin
Ronald Ziegler

ADMINISTRATIVELY CONFIDENTIAL

September 8, 1972

MEMORANDUM FOR:

LARRY HIGBY

FROM:

GORDON STRACHAN

SUBJECT:

Advertising Billboards

You asked whether Dailey plans any billboards in the campaign. The answer is no. Billboards are comparatively very expensive. Also, because the message is so short, billboards are usually used for candidate identification, which is not one of our problems. A third reason is the environmental criticism. The first two reasons are crucial, the third would be finessed.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

September 6, 1972

MEMORANDUM FOR:

LARRY HIGBY

FROM:

GORDON STRACHAN

SUBJECT:

Colson Memorandum Re
Thank You Letters for
Republican Convention

In Chuck's September 5 memo he mentions letters to Mayor Hall, Mayor Kennedy and Chief Pomerance. These names are included in the packet of materials submitted by Bill Timmons with the rest of the people to receive thank you indication following the Convention. You called me with the approval yesterday, and the information was relayed to Bill Timmons yesterday. The letters were prepared over the weekend in anticipation of approval and will be submitted to Bill Timmons and Marge Acker for the first "signature day". Colson is just one day behind on his complaint about the delay for the approval.

GS/jb

THE WHITE HOUSE
WASHINGTON

Date: September 1, 1972

TO: LARRY HIGBY
FROM: GORDON STRACHAN

This Post article on the scheduling operation is the result of Lou Cannon's follow-up discussions with Al Abrahams and Bart Porter.

35 'Stand-ins' Campaign For Nixon's Re-election

By Lou Cannon
Washington Post Staff Writer

The Nixon re-election committee is relying on the carefully scheduled use of 35 presidential stand-ins to celebrate the accomplishments of President Nixon and portray Sen. George McGovern as a man whose qualities are not truly "presidential."

With polls showing the President far ahead, the committee is banking on a heavy use of the stand-ins, officially known as presidential surrogates, to carry the Nixon re-election message to every corner of the country. But the emphasis will be on the 12 key states, including all of the 10 most populous states except Massachusetts, which are the targets of the high-powered Nixon campaign.

The surrogates are an essential part of the re-election campaign strategy, which is based on the belief that the President must perform as President rather than climbing down on the hustings for overt political combat with Sen. McGovern.

"The surrogates have a number of advantages," explains one White House official. "First of all, the Cabinet officers among them are the best qualified people to explain presidential accomplishments in their areas of expertise.

Secondly, the surrogates can answer McGovern charges as they arise and the senators among them deal with McGovern as an equal. And the surrogates can be used with great flexibility, since they have been chosen to represent every faction and region of the party."

Administration sources insist that the surrogates, whose speeches reflect similar themes of presidential achievement at home and abroad, are not "orchestrated" in the sense that their speeches are written by the White House.

But the White House does provide position papers for all of the surrogates and also furnishes up-to-the-minute information on the latest administration rebuttals to McGovern positions.

Ed Failor, in the communications office of the Committee to Re-elect President Nixon, is in charge of keeping track of McGovern statements. He meets regularly with White House communications officials to discuss the administration "line" in dealing with the Democratic presidential nominee.

See SURROGATES, A6, Col. 3

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See SURROGATES, A6, Col. 3

35 Surrogates Campaign for Nixon

A key element in the Nixon administration approach—used by all administration spokesmen, not just the surrogates—is the idea that McGovern lacks the character, competence and judgment to be considered “presidential” material. This accords with the fundamental Nixon reelection strategy of attempting to convince voters that Mr. Nixon is the better man for the job rather than convincing them that the Republican Party is better qualified than the Democratic Party.

The surrogate program, which was first tested with considerable success in the New Hampshire primary against Reps. Paul N. McCloskey and John Ashbrook, will involve more than 800 mandays of speeches and cost between \$1.5 million and \$2 million. Except where a local sponsoring organization picks up the tab, the Committee to Re-elect President Nixon foots the entire bill for the surrogate and his staff aides.

Scheduling of the surrogates is under the direction of Herbert L. (Bart) Porter at the committee. Porter meets at 8:30 a.m. every day with representatives of the White House, who retain control of presidential scheduling, and with scheduling representatives of the First Family and Vice President Agnew.

Every effort is made at the meetings to match the surrogate carefully with audiences and regions of the country where the presidential stand-in is presumed to be most effective. But the surrogate has the final choice on whether he accepts the speaking assignment.

The cast of the surrogates is more carefully balanced than the composition of a military squad in an old Hollywood war movie.

The list includes two women (Consumer Affairs Director Virginia Knauer and U.S. Treasurer Romana Banuelos), a black (Sen. Edward Brooke of Massachusetts), a Spanish-speaking American (Mrs. Banuelos) and an ideological range that extends from Sen. Jacob Javits of New York to Sen. Barry Goldwater of Arizona.

The 35 stand-ins include 11 Cabinet members, four agency heads, two members of the White House staff (special counsel Harry Dent and Communications Director Herbert Klein), 10 senators, five governors (including Linwood Holton of Virginia), three House members and Indianapolis Mayor Richard Lugar.

While all of the surrogates are presumed equal in the eyes of the schedulers, some are considered definitely more equal than others.

By common consent, Secretary of Transportation John Volpe is among the most effective of the surrogates. He also has the most scheduled speaking dates during the next two months, 25, and he is considered the best administration spokesman among the ethnic audiences that are a key Nixon target in the campaign.

Secretary of Agriculture Earl Butz has been widely used—“He’s a great campaigner, and not only in the farm states, and he loves to speak,” says one administration official—and presidential counselor Robert Finch has been a hit with urban audiences.

Two veteran governors, California’s Ronald Reagan and New York’s Nelson Rockefeller, remain most in demand below the presidential and vice presidential level at GOP fund-raisers and Sen. William Brock of Tennessee has performed well in the eyes of the committee staff.

Another speaker who has excelled for the committee, though he is not well-known nationally, is Cost of Living Council Director Donald Rumsfeld.

Sen. Goldwater, by common consent, is considered the “least controllable” of the surrogates, though he remains a hit with conservative audiences.

“We wanted him to speak for 10 minutes on Monday night at the Republican convention and to take it easy,” says one administration official. “But you can’t control Barry. He spoke for 25 minutes on Tuesday and gave McGovern hell.”

There is an implicit understanding in the committee that surrogates will rebut McGovern positions without attacking him personally.

“This isn’t a matter of telling anyone what to do—you can’t put a halter on a senator,” explains Al Abrahams, director of communications for the Committee to Re-elect President Nixon. “But these men are experienced politicians. They didn’t get where they are by making wild, outlandish statements.”

Other administration officials say that the surrogates themselves make sure they are stating administration policy.

“These people have their own political futures to think of and don’t want to go off half-cocked,” one official said. Scheduling of the surrogates focuses on major or regional media centers, and each stand-in is expected to have a “press availability” when he goes out to speak.

Even the domestic Cabinet officials are expected to deal with foreign policy issues, such as the Vietnam war or Israel, if they arise at press conferences. Two of the administration’s most prominent officials, Defense Secretary Melvin Laird and Secretary of State William Rogers, are excluded from surrogate status because of the supposed non-partisan character of their offices.

The complete list of stand-ins:

Cabinet officials—Butz, Finch, Rumsfeld, Labor Secretary James Hodgson, Attorney General Richard Kleindienst, Interior Secretary Rogers C. B. Morton, Commerce Secretary Peter Peterson, Health, Education and Welfare Secretary Elliot Richardson, Housing and Urban Development Secretary George Romney, Treasury Secretary George Shultz.

Agency heads—Mrs. Knauer, Mrs. Banuelos, Environmental Protection Agency Director William Ruckelshaus, Action Director Joseph Blatchford.

White House staff—Dent and Klein.

Senators—Brock, Brooke, Goldwater, Javits, Henry Bellmon of Oklahoma, Marlow Cook of Kentucky, Edward Gurney of Florida, Hugh Scott of Pennsylvania, Robert Taft Jr. and William Saxbe of Ohio.

Governors—Holton, Reagan, Rockefeller, Winfield Dunn of Tennessee, William Milliken of Michigan.

House members—Gerald Ford of Michigan, Jack Kemp of New York, John Rhodes of Arizona.

Mayors—Lugar.

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Governors—Holton, Reagan, Rockefeller, Winfield Dunn of Tennessee, William Milliken of Michigan.

House members—Gerald Ford of Michigan, Jack Kemp of New York, John Rhodes of Arizona.

Mayors—Lugar.

September 12, 1972

Dear Roy:

I understand the Board of Trustees decided upon \$10 dues again for the McKinney Bay Improvement Association. Enclosed is a check to cover that amount.

Look forward to meeting you at the Lake either this Christmas or next summer.

Sincerely,

Gordon Strachan

Mr. Roy E. Fraser
Secretary-Treasurer
McKinney Bay Improvement
Association, Inc.
P.O. Box 207
Homewood, California 95718

GS/jb