

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>
15	3	10/2/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Stan Anderson RE: White House briefings of Republican Congressional candidates on the election. 1 pg.
15	3	10/23/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Bull RE: the purchase of a 15-minute slot for RN's speech. 1 pg.
15	3	10/30/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Colson RE: convincing key demographic groups to vote for RN. 1 pg.
15	3	10/23/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Colson RE: political lines to be provided to union leaders and Democrats who back RN. 1 pg.

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15	3	9/28/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Campbell RE: campaign materials aimed at swaying Jewish voters. 1 pg.
15	3	9/22/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from Strachan to Haig RE: Kissinger's opinion on a newspaper advertisement called "Crisis in the Middle East." Marked-up copy of the article attached. 2 pgs.
15	3	10/2/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Chapin RE: Dailey's memo on election eve. 1 pg.
15	3	9/30/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from Dailey, through Magruder, to MacGregor RE: election eve plans. 1 pg.
15	3	9/28/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from Bill Taylor to Dailey RE: ideas for a show involving RN on election eve. Various television show ideas attached. 7 pgs.

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15	3	9/27/1972	<input type="checkbox"/>	Campaign	Letter	Copy of a letter from Chester L. Posey to Dailey RE: campaign advertising and RN's election eve activities. 4 pgs.
15	3	9/28/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a letter from John Elliott, Jr. to Dailey RE: thoughts on RN's election eve activities. 2 pgs.
15	3	9/26/1972	<input type="checkbox"/>	Campaign	Letter	Copy of a letter from John E. O'Toole to Dailey RE: campaign materials and advice for RN's election eve broadcast. 2 pgs.
15	3	9/26/1972	<input type="checkbox"/>	Campaign	Letter	Copy of a letter from Barton A. Cummings to Dailey RE: the tone of campaign advertising and suggestions for RN's televised election eve broadcast. 2 pgs.
15	3		<input checked="" type="checkbox"/>	Campaign	Other Document	Finalized plans for an election eve broadcast focusing on various campaign issues and RN's accomplishments in his first presidential term. 1 pg.

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15	3	10/23/1972	<input type="checkbox"/>	White House Staff	Memo	From Strachan to Dailey RE: an attached memo. 1 pg.
15	3	10/12/1972	<input type="checkbox"/>	Campaign	Memo	From Jim Schurz to Colson RE: comments on various RN television spots. Handwritten note added by unknown. 2 pgs.
15	3	10/4/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from Strachan to Dailey RE: running a television spot on national defense concurrent with a McGovern address on Vietnam. 1 pg.
15	3	9/27/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from Higby to "C" RE: notes on some unnamed idea, possibly one contained in an attached memo. 1 pg.
15	3	9/25/1972	<input type="checkbox"/>	Campaign	Memo	From Moore to Haldeman RE: the use of film documentaries in the campaign. Handwritten note added by unknown. 1 pg.

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15	3	10/5/1972	<input type="checkbox"/>	White House Staff	Memo	From Strachan to Evans RE: a letter from Joseph B. Danzansky to RN. 1 pg.
15	3		<input checked="" type="checkbox"/>	White House Staff	Memo	From Joseph Danzansky to RN RE: an attached letter. 1 pg.
15	3	9/19/1972	<input type="checkbox"/>	Campaign	Letter	Copy of a letter from Joseph Danzansky to RN RE: Danzansky's decision to support RN during the campaign. 3 pgs.
15	3	10/3/1972	<input type="checkbox"/>	White House Staff	Memo	From Strachan to Evans RE: an attached document. 1 pg.
15	3		<input checked="" type="checkbox"/>	White House Staff	Photograph	Copy of a list of visitors to the Country Plaza Hotel's Penthouse Suite. 1 pg.

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15	3	10/4/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Joanou RE: attached McGovern campaign material. 1 pg.
15	3	10/3/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: attached documents, possibly ones that focus on the campaign. 1 pg.
15	3	10/2/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: materials for Colson. Handwritten note added by Haldeman. 1 pg.
15	3	10/30/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to "Follow Up" RE: Phil Joanou and a radio spot. 1 pg.
15	3	10/23/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to "Follow Up" RE: Phil Joanou and McGovern's November 24 schedule. 1 pg.

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15	3	10/19/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to "Follow Up" RE: radio ads for RN and defense bases to be closed. 1 pg.
15	3	10/14/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to "Follow-Up" RE: Carruthers and Chapin's work on various short campaign specials. 1 pg.
15	3	10/14/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to "Follow-Up" RE: the status of various projects sent by memo to Teeter on October 12. 1 pg.
15	3	10/11/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to "Follow Up" RE: the purchase of a television time slot for a documentary. 1 pg.
15	3	10/5/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to "Follow-Up" RE: running ads before and after McGovern spots on television. 1 pg.

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15	3	10/21/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Howard RE: copies of a speech on Vietnam. 1 pg.
15	3	10/18/1972	<input type="checkbox"/>	White House Staff	Memo	From Strachan to Howard RE: Tom Carver's letter on Albert Bernstein. 1 pg.
15	3	10/9/1972	<input type="checkbox"/>	Campaign	Letter	From Thomas H. Carver to Haldeman RE: Albert Bernstein's desire to serve as a Democrats for Nixon speaker. 1 pg.
15	3	10/9/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Sandy Fox RE: a list of Dinner Chairmen for Victory Dinners in 1972. 1 pg.
15	3	10/2/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: RN's calls to certain dinner chairmen. Handwritten notes added by multiple unknown parties. 1 pg.

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15	3	10/3/1972	<input type="checkbox"/>	Campaign	Letter	From C. Langhorne Washburn to Strachan RE: grading the various state chairmen of 1972 Victory Dinners. Handwritten notes added by unknown. List of graded chairmen attached. 5 pgs.

ADMINISTRATIVELY CONFIDENTIAL

October 2, 1972

MEMORANDUM FOR:

STAN ANDERSON

FROM:

GORDON STRACHAN

SUBJECT:

House and Senate Candidates

It has been suggested that one of the ways to meet the criticism emerging in columns such as Evans & Novak is to have briefings by Teeter, MacGregor and others within the campaign organization. The purpose would be to give Republican candidates the feeling of involvement and awareness without directly involving the President. Since Timmons and MacGregor are the final point for reviewing and approving these decisions, would you check this with them and let me know?

cc: Dwight Chapin

FU - 10/5

ADMINISTRATIVELY CONFIDENTIAL

October 23, 1972

MEMORANDUM FOR:

STEVE BULL

FROM:

GORDON STRACHAN

SUBJECT:

Wednesday Radio Speech

The November Group has purchased 12:07 p.m. EDT on CBS, NBC and Mutual network stations for the President's 15-minute radio address on Wednesday.

cc: A. Butterfield
D. Chapin
M. Goode
A. Redman
R. Ziegler

GS/jb

October 30, 1972

MEMORANDUM FOR:

CHUCK COLSON

FROM:

GORDON STRACHAN

SUBJECT:

Publicity for the
President's Supporters

Buchanan recently urged, and Bob accepted, the idea of re-surfacing and re-publicizing the northern, ethnic, Catholic, labor, blue-collar types for Richard Nixon. The purpose would be to convince these groups that voting for the President is not betraying their party and their tradition, because their leaders are doing it openly.

GS:car

ADMINISTRATIVELY CONFIDENTIAL

October 23, 1972

MEMORANDUM FOR:

CHARLES COLSON

FROM:

GORDON STRACHAN

SUBJECT:

Union Leaders' Lines

Bob asked that you arrange for prominent Democrats and Union leaders to start talking publicly about a "repudiation of the radical Left that has seized the Democratic Party".

Would you have Dick Howard advise me of the implementation of this request?

Thank you.

GS/jb
FU - 10/27

ADMINISTRATIVELY CONFIDENTIAL

September 28, 1972

MEMORANDUM FOR:

DICK CAMPBELL

FROM:

GORDON STRACHAN

SUBJECT:

Jewish Advertisements

Pursuant to our discussion yesterday, would you have Henry Kissinger look at the entire package of Jewish materials at the same time he reviews the newspaper ad entitled "Crisis in the Middle East". A copy of my September 22 memorandum to Al Haig as well as copies of the suggested leaflets directed to Jewish voters are attached. The materials have been prepared at 1701 under the direction of Larry Goldberg and cleared by Max Fisher. Also, Len Garment has reviewed the materials and given general approval. Garment's two areas of concern are in leaflet #3, paragraph 3, discussing Soviet Jewry, and paragraph #7, discussing quotas, which deserve special attention.

Would you advise me as soon as you have had a chance to have these materials reviewed, as there is pressure to get them produced as soon as possible.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

September 22, 1972

MEMORANDUM FOR:

GENERAL HAIG

FROM:

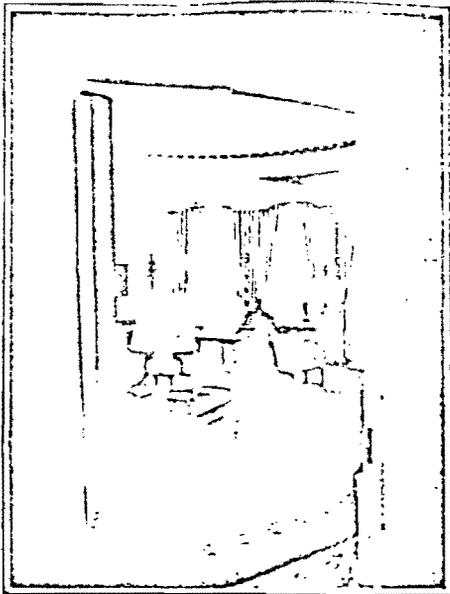
GORDON STRACHAN

SUBJECT:

Campaign Advertising

Bob Halderan 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



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

October 2, 1972

MEMORANDUM FOR:

DWIGHT CHAPIN

FROM:

GORDON STRACHAN

SUBJECT:

Dailey's Election Eve
Memorandum

You may not believe it but Peter Dailey's elusive September 30 memo on Election Eve arrived today in my office at 12:15. After you have had a chance to review it, would you advise me of the next step in terms of keeping Bob fully informed?

GS/jb
FU - 10/5

Committee for the Re-election of the President

MEMORANDUM

September 30, 1972

MEMORANDUM TO: CLARK MacGREGOR
THROUGH: JEB S. MAGRUDER
FROM: PETER H. DAILEY
SUBJECT: Election Eve

1. We recommend that the election eve appearance of the President consist of a ten minute statement on three networks simultaneously. The time period suggested is 8:30 PM, EST.

The speech should appeal to all who are eligible to vote. It should state the importance of each vote, and the need to support him in his efforts to insure world peace and a better life at home.

2. A plan has been suggested to precede the President with a 20-minute film segment. We believe this would detract from the potential audience for the President. It would also lessen the prestige of the office and the drama of the message. There is strong support from all quarters, including the Advertising Advisory Group, whose comments are attached.
3. If the decision is made to use the film, it is recommended that the 15-minute version of "Change Without Chaos" be updated with five additional, and more current, minutes.
4. If none of the foregoing is approved, a number of other formats are suggested and are found the attached memorandum from Bill Taylor.

Peter H. Dailey

NOVEMBER
GROUP
INC.

September 28, 1972

TO: PETE DAILEY
FROM: Bill Taylor

CC: Phil Joanou
Mike Lesser

Attached are some possible formats for a half-hour election eve show on behalf of the President. The only common bond between them is that they all include a 5 or 10 minute talk by the President urging people to vote on election day.

There are many other ideas that I haven't had time to think about. I'd like to.

However, at this point, I feel that a straight 10-minute address would be far more effective than any of the half-hour ideas I've thought about. It would be straight, Presidential and unencumbered with showmanship.

In regard to the idea of taking pieces of many films and putting them together for 20 minutes: I don't believe it would be as good as running one of the 15-minute documentaries we now have. We paid a good deal of money for them, and they've tested well. Also, the other footage we might add is not that impressive. The Mamie Eisenhower film is no good. The Youth Rally film is good, but show-bizzy.

Have we more time to think on this?

WBT

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

FORMAT # 1

Chaplton Heston, in San Clemente, opens the show and introduces President and Mrs. Nixon. They talk for a few minutes about the President being back in California to vote, and how he has never missed returning to his home state to cast a ballot.

Mr. Heston then says; "Mr. President, there was an interesting film prepared on your behalf that was used at the Convention. It proports to show you in your less formal moments, and we'd like you to see it with us."

(RUN 15' VERSION ON "NIXON THE MAN")

Mr. Heston asks Mrs. Nixon if the film indeed represents her husband, and informal conversation continues for a minute or so.

Mr. Heston asks the President for a final election eve statement, and the President talks for 5' on the importance of voting, etc.

Advantages: A way to start with the President (to get viewer interest right away) and also end with the President's plea to get out and vote, which is the logical spot for it.

Disadvantages: Perhaps too informal. Also, the President would be called on to watch a film about himself.

FORMAT # 2

Charlton Heston is again the host. He mentions that all the chief supporters of President Nixon have returned to their home states to vote on election day.

Then, live, we switch to various surrogates in their own homes as they talk of the importance of voting for the President. We would switch to Governor Connally at home in Texas, Governor Rockefeller in New York, and perhaps two others.

The last ten minutes of the show would be devoted to the President talking from San Clemente.

Advantages: Strong final statements from surrogates, with no involvement of the President until the end.

Disadvantages: Technically difficult if we want live statements from the surrogates, plus the half hour comes out as a strong political pitch, not simply ~~an~~ a get-out-and-vote pitch.

FORMAT # 3

A 10 or 15 minute talk by the President. No film, no host.

Advantages: Presidential, and simple.

Disadvantages: Strict time limitation.

FORMAT #4

President talks for 10 minutes, followed by a 20 minute film (essentially "The Nixon Years", perhaps with modifications).

Advantages: President speaks first to hold audience.

Disadvantages: It seems slightly illogical to run a film about the President after he has spoken live for 10 minutes. It might appear that we were "filling" time instead of having the President speak the entire half hour.

FORMAT #5

A 20-minute film (The Nixon Years with modifications) followed by a 10-minute talk by the President.

Advantages: The President's final address comes where it should, as the wrap up.

DisAdvantages: Some loss of audience during the film.

FORMAT # 6

Charleton Heston as host. Talks of the fact that support from the President has come from all over. Illustrates this with film clips showing Gov. Connally announcing the formation of Democrats for Nixon, Sammy Davis Jr. ~~et al~~ endorsing the President at the Youth Rally, excerpt from Gov. Rockefeller speech supporting the President, etc.

With 10 minutes left, Mr. Heston introduces the President, who speaks live from San Clemente.

ADVANTAGES: Some strong and diversified support for the President would be shown. (We would probably have to film more of these). Also, President is divorced from the show-biz aspects of the half-hour.

DISADVANTAGES: Possible loss of audience before the President speaks. Also, somewhat of a show biz aspect to the show leading up to the President's talk.

de Garmo Inc.

Chester L. Posey—President

September 27, 1972

Mr. Peter Dailey
Committee for the Reelection
of the President
1701 Pennsylvania Avenue
Washington, D. C. 20006

Dear Pete:

Yesterday our group discussed two subjects that are critically important to the pursuit of the President's campaign and about which you must make some decisions and take some action.

The first was very specific: what should the President do on Television election eve?

The second was of a strategic, almost philosophical, nature: to what degree should the advertising campaign mount an attack on Senator McGovern. Or, put in other words, should we get more competitive and, if so, how?

It seems to me these two subjects are very closely related. As you know, I believe that the President's appearance on Television election eve should have one overriding purpose -- to send people to the polls in a spirit of anticipation that the next four years will see unity and a progress unknown in our country for many years.

I recognize how important it is that the President win big. He seeks a mandate, and this will give it to him. I believe, however, that the character of the campaign is as important as the size of the win. If a landslide were to result from a merciless professional beating of an inept opponent, then it will be generally felt not that Nixon won magnificently but that McGovern lost ignominiously.

To over-simplify it, I want everybody to feel that Nixon won, not that McGovern lost.

.../...

Mr. Peter Dailey
September 27, 1972
Page 2

Let me illustrate why I feel so strongly about this by discussing the youth vote. The wealth of research available to us is confirmed by many of our own personal experiences. It is very clear, at least at the moment, that the youth vote is moving away from McGovern and towards Nixon. I suspect that the move is really more away from McGovern than it is towards the President. Young people really do not warm up to President Nixon as a man, but they are developing a grudging respect for him as a performer. And in the last analysis, their intelligence may override their emotional biases.

However, I would suspect that the pollsters would agree that this is a delicate and sensitive situation and that the trend could be turned against the President almost over night if we were to mishandle the campaign. We must remember that the very young are not accustomed to the rough and tumble of political campaigning. They are a curiously non-competitive generation. They will react much more strongly, I suspect, against political attacks than the older and more mature voter.

Therefore, I think the best way to keep the young vote coming to Nixon is to keep him "as clean as a hound's tooth" throughout the remainder of the campaign. Efforts that could be even remotely interpreted as hitting below the belt at McGovern will, I am convinced, lose more young votes and swing votes than they will gain.

Consequently, I believe that the next five weeks of advertising should feature the very fine commercials that you developed on Nixon's performance and Nixon as the man. I believe that you have three very good challenge type commercials created for "Democrats for Nixon" and I would limit the attack phase of the campaign to a discriminating use of these spots.

Now for a specific suggestion on the election eve spot. First, I would urge that the President's live appearance be limited to five minutes. I think he should urge voters to go to the polls, and I think the theme should be statesmanship. While I don't think the President would want to put it in words I would hope that people would conclude from his address that it was an enlightened finish to a political campaign that set new standards of statesmanship in an election year.

.../...

Mr. Peter Dailey
September 27, 1972
Page 3

I can think of nothing better than finding a way to buy five minutes at 9:00 p.m. on all three networks.

If you have to buy half an hour then I think the President's message will be far less important -- you just won't get much of an audience. As you know, Monday night is a highly competitive time, particularly with NFL Monday Night Football. While we are totally absorbed in the excitement of a political campaign, the rest of the country is not. In fact, I suspect this will go down in history as a rather dull election. Let's not kid ourselves as to the tune-in possibilities of a half hour political program produced by the Committee to Reelect the President, even though the President himself may appear live.

But a five minute talk on the nation's prospects over the next four years, appearing at 9 o'clock and, in one case, preceding the football game, would draw an overwhelming audience and could set a very favorable climate for a Nixon vote the following day.

In conclusion, let me restate how important I think it is that we avoid the temptation to use our advertising to attack McGovern's weaknesses. I spent nearly a year running Rockefeller's advertising in his campaign against Goldberg. While no two elections are analogous, there are some similarities. Rockefeller was a strong incumbent, Goldberg a weak opponent. Goldberg's campaign started going downhill almost from the day of his nomination. He was his own worst enemy, his party was in disarray, and he had trouble collecting enough money to mount any kind of advertising at all. Regardless of this, some members of Rockefeller's staff wanted to pummel Goldberg in all his vulnerable spots. We developed quite a number of commercials that did this and put them into test before any final decision had to be made. The results of that research told us that we would have an almost overwhelming backlash if we were to run such advertising near the end of the campaign. It was becoming increasingly clear to people that Rockefeller was a winner and that Goldberg was a loser; and they wanted the winner to act like one.

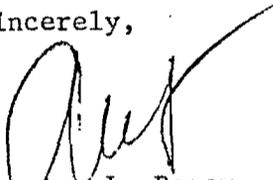
.../...

Mr. Peter Dailey
September 27, 1972
Page 4

If unforeseen events cause a dramatic change in our fortunes and those of McGovern, then you're on your own!

Best regards.

Sincerely,

A handwritten signature in black ink, appearing to read "Chester L. Posey", with a long, sweeping flourish extending to the right.

Chester L. Posey

CLP:rp

OGILVY & MATHER INC.

Advertising

S ELLIOTT, JR.
Chairman

2 EAST 43 STREET, NEW YORK 10017
(212) MURRAY HILL 5-6100

September 28, 1972

Dear Pete,

You asked for thoughts about the President's use of television on Election Eve.

Whatever he does should be consistent with his posture throughout the campaign, consistent with the tone of the campaign. So first let me comment briefly on this.

I think the President's non-combative, stick-to-his-knitting posture so far has been exactly right. I think the tone of the advertising prepared so far is exactly right. Calm, factual, informative, needling (in the case of the Democrats for Nixon advertising), but even in this latter case in good taste and without rancor.

The President has a chance to make political history by keeping his campaign on the highest plane, beyond any criticism. I believe this will not only stand him in good stead on Election Day but over the next four years, throughout the world, and in the history books. It will be a step forward for the country.

When the campaign hots up, the blows will get lower, as they always do. I fervently hope that the President will not retaliate in kind -- as so many of his over-enthusiastic friends may want him to do, and as so many of his enemies will expect him to do. And as he will be sorely tempted to do. He will gain points and frustrate his opponent by remaining above all that.

Coming now to Election Eve, here is what I see as the perfect ending for a dignified, triumphant campaign.

No staging. I found the 1968 finale transparent and embarrassing.

No showmanship. Who gives a damn that a movie star is for Nixon? Insulting to the people.

NEW YORK HOUSTON HOLLYWOOD TORONTO MONTREAL LONDON FRANKFURT PARIS MILAN VIENNA AMSTERDAM BRUSSELS
LEBOURNE SYDNEY WELLINGTON AUCKLAND RIO DE JANEIRO BUENOSAIRES MEXICO CITY BOGOTA CARACAS JOHANNESBURG

No rehash of accomplishments via a documentary. By then the viewers will have seen all that.

I suggest a simple five-minute statement to the people -- with a minimum of emotion -- of why everyone eligible should vote and why he hopes for those votes for himself and all Republican running mates.

It can be expected that the Democrats will go all out on Election Eve in a last, desperate bid. The President's approach will be in stark contrast. But it should be seen by as many people as possible. I suggest buying a five-minute simultaneous period on all networks.

I'll be interested to see what actually happens. I know the pressures of an election campaign and congratulate you on steering the firm course you have so far.

Best regards,

Sincerely,

Jack

Mr. Peter H. Dailey
Committee for the Re-election
of the President
1701 Pennsylvania Avenue N.W.
Washington, D. C. 20006

(with a copy to PHD in New York)

FOOTE, CONE & BELDING

200 PARK AVENUE NEW YORK, N.Y. 10017

JOHN E. O'TOOLE
PRESIDENT

September 26, 1972

Dear Pete:

I'd like to re-emphasize some points that I, and I think some other members of the group, made at today's meeting.

The first has to do with Election Eve. This is the ideal time for the President to make a live appearance. Such an appearance with such timing would be far more effective than any film presentation we could put together -- particularly film that has received a good deal of exposure throughout the campaign.

It is essential, however, that the President's live message should be in keeping with the basic thrust of the advertising campaign as a whole. If he were to become a politician at that point, he would, in my opinion, lose the most important advantage he has over Senator McGovern. Besides which, there will probably be very little new to say the night before the election that could truly influence the "swing" voter.

For these reasons, and because it would play from our greatest strength, I feel the President should deliver a short, non-partisan appeal to every American, no matter what his political leaning, to get out and exercise his franchise on Election Day. His presence in San Clemente, having made the trip solely to cast his ballot, will then be an advantage and we will not miss the prestigious setting of the Oval Room.

Any film material prior to this live message would be bad staging and following the message would be anti-climactic. Therefore I think our sole effort on Election Eve should be the President's live appearance for no longer than ten minutes on all three networks. I say no longer than ten minutes, because five would be even better. Particularly if we could get

the five minutes preceding the Monday night football game.

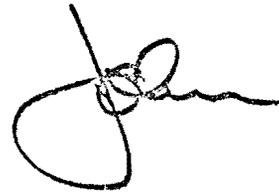
From a broader point of view I would also like to stress what I believe to be a unique opportunity in this campaign. The materials that you and your group have prepared are positive in nature, issue oriented and above reproach. As you know, I've made something of a study of political advertising and, if we can continue in this direction, (which I happen to think is the best possible strategy for victory) it will be the most consistent trip down the high road in history.

Most of Mr. Nixon's previous campaigns have had some shadows lurking about them that may have affected his credibility in office. A totally positive communications program in his bid for re-election, particularly if the vote is as overwhelming as we hope it will be, could give him a new kind of platform from which to speak to the American people in the next four years.

It could also put to rest forever the belief that seems to exist in the minds of most campaigners that you have to be dirty or at least negative in order to win. Let's concentrate on the kinds of material we saw today so that the effects of this campaign can go far beyond November 7th.

Keep up the good work.

Sincerely,

A handwritten signature in black ink, appearing to be "John", written in a cursive style.

Mr. Pete Dailey
Committee for the Re-election of the President
1701 Pennsylvania Avenue, N. W.
Washington, D. C. 20006

COMPTON ADVERTISING, INC.

625 Madison Avenue, New York, N.Y. 10022

TELEPHONE: (212) 754-1100

BARTON A. CUMMINGS
Chairman/Executive Committee

September 26, 1972

Mr. Peter Dailey
November Group Inc.
909 Third Avenue
New York, New York 10022

Dear Pete:

I have been giving some thought to the strategy for the campaign for the re-election of the President since our meeting this morning, and I would like to pass along my views to you.

(1) In my judgment, it would be a most serious mistake for us to lower ourselves to the level of our opponent and start running advertising that is typically political hack... "He said..." "I said..." The campaign for the President up to this point in time and with what we have seen and understand to be approved for the immediate use in the future is extremely positive, topflight and in keeping with the office of the presidency of this country. For God's sake, let's keep it that way. Let us not fall into the trap of making the President a street fighter. We have absolutely nothing to gain by this approach and, I believe, a great deal to lose.

I have been in the advertising business all of my life, and I want to assure you that talking about the other guy's product in a negative way never sells anything. However, talking in a positive way about the accomplishments of the President will, in my judgment, keep us well ahead of Gorgeous George. I believe that's the name of the game.

(2) You asked for our opinion on what the President should be doing live on TV on pre-election eve.... I feel very, very strongly that a brief message, no more than 5 minutes, urging the people to vote, regardless of choice, is it. The idea of putting on a documentary about the President, with him to follow with a live message, is bad strategy. All of this material will have been seen many times before.

Mr. Peter Dailey
September 26, 1972
Page two

I appreciate the fact that there are people honestly and sincerely advising the President who will not agree with these two recommendations. However, because of their emotions and their great loyalty to President Nixon, and because of the bitter and false statements coming from the President's opponent, it is only natural for these advisors to lose their cool and follow their emotions, instead of their good judgment. I hope you can persuade them to a rational course.

If there is anything in the world that I can do to help you and the other brilliant men in the November Group, please pick up the phone and tell me what it is.

Kindest personal regards.

Very cordially,

A handwritten signature in cursive script that reads "Bart Cummings". The signature is written in dark ink and is positioned below the typed name.

Barton A. Cummings

CONFIDENTIAL

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12958, Section 6-102
By Empire, Date 1-14-80

ELECTION EVE FILM

It has been decided that a 20-minute film, followed by a 10-minute live telecast will be employed on November 6.

This is to recommend that a new film be developed for this purpose.

The objective of this 20-minute film would be to convey three central ideas:

1. Personal characteristics (courage, strength)
2. Accomplishments for peace...as exemplified by the Russia and China trips, agreements, troop withdrawals.
3. Accomplishments for prosperity...as exemplified by the record number of new jobs, the slack in the rate of inflation, the growing economy.

Woven into these major achievements, the personal characteristics of courage and strength needed to make tough decisions (often the unpopular one) and stick by it.

Also, accomplishments in the areas of crime/drugs, environment, youth, older Americans, can be stated to round out the record of achievement and positive progress.

The film will record that much has been accomplished, that the foundation for many new and effective programs have been laid...and that four more years are needed to help finish the job.

Charlton Heston has been suggested as narrator. He would lend distinction and drama to the film.

This new film can be made from existing footage pulled together for use in making the documentaries and the commercials.

The concept should be agreed upon immediately, so that a working script can be prepared and approved, and production can begin. A target date to review the final film should be set for two weeks prior to the election, or Oct 24. This will provide time for late changes, and for viewing in context with the speech.

ADMINISTRATIVELY CONFIDENTIAL

October 23, 1972

MEMORANDUM FOR:

PETER DAILEY

FROM:

GORDON STRACHAN

Attached are comments from a White House Staff member on your different spots.-- thought you might be interested.

GS/jb

*Golden
Schurz
good points -
can you handle this?
WB*

THE WHITE HOUSE
WASHINGTON

October 13, 1972

MEMORANDUM FOR: CHARLES COLSON
FROM: JIM SCHURZ
SUBJECT: RN's Commercials

As I mentioned last night, I viewed several of RN TV spots at 1701 Thursday afternoon. Generally, I think they are very good, however, there are a few things that need to be improved, if this is possible:

1. On the youth commercial, the narrator notes draft reform, pledge of ending the draft and troop reduction in VN. He does not mention that the President has ordered that no more draftees are being assigned to VN. As I understand it, this is a very popular move among youth and it should be mentioned.
2. The Revenue Sharing commercial has RN on film talking to Erlichman in the Oval office about the Revenue Sharing Bill and has RN insisting that the measure include property tax relief and that without this provision, the bill is unacceptable to him. If the bill that Congress will send to the President this week does not include that provision, then this ad should be substantially altered. If not, I can hear the Dems noting the commercial, noting that the bill does not provide property tax relief and calling RN a hypocrit -- at best.
3. In the spot aimed at senior citizens, there are 2 remarks that may come back to haunt us: At one point it has RN on film talking about his concern to improve nursing home standards. In the carpet lobby story (page 1, W. Post, 10/7) dealing with flammability for carpeting and the Administration postponement, it was noted that 32 persons died in a nursing home fire in Marietta, Ohio, on January 9, 1970, and that Sen. Magnuson blamed the fire on the failure of the Department of Commerce to enforce flammability regulations for carpeting. The 2nd point is that the spot

has RN linking property tax relief for the elderly to Revenue Sharing. I think we are risking critical backlashing from the Dems or our watchdog critics in the media if we do not change these 2 points to reflect current events.

4. The 5 minute spot on the RN record, while the narrator is emphasizing increased productivity, there is a brief film shot of a combine harvesting wheat. In light of the publicity, mostly adverse, given to the grain deal with the Russians, I think we can come up with a better illustration of American productivity than harvesting grain. Certainly that brief picture will draw snickers from the Dems.

5. Several of the spots in discussing the wind down of American involvement in VN note that American troop levels in VN are now "less than 40,000". I think we should update this figure. The October 10 News Summary, page 5, notes that US troop strength in SVN dropped to 35,200 after 700 were withdrawn last week. If 201 were withdrawn this week, we should say instead that the troop level is now under 35,000 and this illustrates my point I'm trying to make: Every American woman is familiar with ads that note something is for sale "under \$40.00" and this in large headlines. The price in the text of the ad in small type notes the price is \$39.99. So, when as we are now saying under 40,000, women viewers consciously or unconsciously will think the troop level is 39,999. My secretary disagrees, but in any event, I think most people would expect us to talk about troop levels within the nearest 1,000. RN has done a good job and the lowest, true figure is the one we should publicize.

ADMINISTRATIVELY CONFIDENTIAL

October 4, 1972

MEMORANDUM FOR:

PETER DAILEY

FROM:

GORDON STRACHAN

SUBJECT:

Defense Spot

Since we know that Senator McGovern will be addressing the nation on Vietnam on October 9, it might be advisable to try to place our Defense Spot on the same network or in a similar time spot to his Vietnam Speech. Would you discuss this with Magruder and MacGregor and let me know of the decision by October 6?

On another subject, it has been suggested that we purchase local TV time in Massachusetts on every station for the RN documentary. These might be run if budget permits. Another possibility would be to run it in the Washington, D.C. area. The goal would be to convince people that McGovern has no safe area.

Finally, it has been suggested that we run the "Turnaround" spot prior to the McGovern Vietnam speech either on a network 60 or in selected local markets. Would you advise me of your reaction by October 5?

Thank you.

cc: Dwight Chapin
Jeb Magruder

GS/jb
FU - 10/5

THE WHITE HOUSE
WASHINGTON

H
FU

Date ~~9/27~~

TO: C

10

FROM: L. FIGLEY

H for return -
Sawh. part -
Let a note for group
that's get into H -

L

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

September 25, 1972

MEMORANDUM FOR H. R. HALDEMAN

FROM: DICK MOORE *fm*

In deciding to produce the film documentaries, one of the extra considerations was that they are flexible and can be scheduled locally in any city or state which we think needs special attention at any time.

X { Along that line, what do you think of announcing that we are buying time to show one of the documentaries next week on every station in Massachusetts. Quite apart from the effect on the Massachusetts voters, this would be a dramatic way of telling the world that we have now concluded that there is no state we cannot win.

If we do this, of course, we might get complaints from other state chairmen. However, I think this could be quietly explained to them on the basis that this is a test of the films, and an effort to find out what effect they can have in a state which is considered the toughest win of all.

Incidentally, I think that this could well be a valid test, and a survey after the films are shown might give us some clues as to how effective these films can be on a target basis as we get into the last half of October.

cc: Mr. Colson
Mr. Chapin

ADMINISTRATIVELY CONFIDENTIAL

October 5, 1972

MEMORANDUM FOR:

TOM EVANS

FROM:

GORDON STRACHAN

SUBJECT:

Joseph B. Danzansky

Pursuant to our conversation, attached is the letter to the President from Joseph B. Danzansky as well as his contribution. Would you see that the materials are sent to the correct people? As I understand it, Maury Stans will acknowledge the contribution, and the letter will be forwarded to Leonard Marx of Democrats for Nixon. In the note to Leonard Marx, it should be noted that Mr. Danzansky is willing to speak on behalf of the President in local forums.

GS/jb
FU - 10/10

from

Joseph B. Danzansky

Mr. President, you
may release this
letter in whole or
in part.

Good health & fortune
J. B. D.

JOSEPH B. DANZANSKY
PRESIDENT

September 19, 1972

The President
The White House
Washington, D. C.

Dear Mr. President:

I am writing this letter to tell you that I intend to work for your reelection to the Presidency.

This decision did not come easily. I have been a practicing Democrat all my life.

This time, with your permission, I will support you, for two reasons. First, I believe that my party is not prepared to administer our government this year. Second, during the past four years, I have had the privilege of working closely with your Administration in many matters affecting the well-being of the people of the Washington Metropolitan Area, and I have been enormously impressed by your sensitivity and that of your Administration to the real needs of the people of our community and nation.

I attended the Democratic National Convention as an observer, and I was pleased and impressed by the new vitality and idealism of my party this year. I was particularly glad to see ample evidence that young people had not lost faith in the system and that they had forsaken empty rhetoric for the ballot box. This augurs well for the future of our nation. However, we are faced with the task of electing a national government this year, and I hesitate to trust the destinies of our country to people who are entirely new to the administration of our national government, however idealistic and well motivated they are. They need seasoning and training.

On the other hand, your Administration has been particularly astute in determining the needs and the desires of America and in developing practical, workable solutions to the problems which lie in the path of their fulfillment. I am not a theorist, but a practical man, and I can only discuss those programs and situations with which I am personally familiar.

The President
September 19, 1972
Page 2.

In my work with the Mayor's Economic Development Committee and, more recently, with the new Business Resource Center, I have been struck by the tenacious commitment of your Department of Commerce to the reality of minority entrepreneurship. In an age where Federal agencies must spend much of their time politely turning away the outstretched palm, both MEDCO and the BRC were induced by the Department of Commerce to accept proffered Federal funds to establish meaningful minority entrepreneurship assistance efforts. This was complemented with strong Administration support for the proposed District of Columbia Development Bank, which is now before Congress. This Bank would provide a desperately needed "shot in the arm" for efforts to rebuild downtown and the inner city of our Nation's Capital.

My work with the Metropolitan Washington Board of Trade has been infinitely more productive because of your personal intervention in support of the Eisenhower Convention Center and the METRO, and your expressed desire that we get a baseball club in the Nation's Capital.

Perhaps the most admirable step you have taken, however, was to establish what I consider to be the most ingenious economic controls program possible. It is difficult for me to praise this program, because my company and my industry are having a severe time making a fair profit. Nevertheless, I have long felt that our economy has grown too complex for a totally unfettered marketplace, and I know it took courage for a Republican, who has always been philosophically opposed to controls, to take this step. It is a mark of true statesmanship. I would liken it to your historic decision to seek a rapprochement with the People's Republic of China. It is easy to blindly continue along an ideological path, ignoring the evolution of events and the deepening of insight. The road you have taken, which although harder, will undoubtedly be praised by later historians of our times.

In the consumer field, my company is very familiar with the splendid efforts of Virginia Knauer and her able White House staff. As a matter of fact, we have pioneered many innovations in this area with her guidance and assistance. Here, too, your Administration has taken what I call the "we" approach to the relationship of government, business, and the consumer, instead of the historic "us" and "them" syndrome.

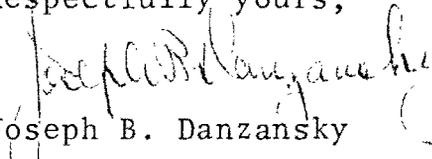
The President
September 19, 1972
Page 3.

So, it is with a great sense of pride and enthusiasm that I enlist among the legions of Americans who will return Richard Nixon to the White House with the greatest personal majority in modern history.

While I do not wish to become affiliated with any established organization or group, I will be happy to be associated with any drive for funds and votes among the super market operators of the country (I serve as a member of the Executive Committee of the National Association of Food Chains), and/or among the business interests of Metropolitan Washington (I am the immediate past President of the Metropolitan Washington Board of Trade).

I am enclosing a check in the amount of \$5,000 payable to Committee to Reelect President Nixon. If more is needed later, I will answer the call.

Respectfully yours,


Joseph B. Danzansky

Enclosure

EYES ONLY

ADMINISTRATIVELY CONFIDENTIAL

October 3, 1972

MEMORANDUM FOR:

TOM EVANS

FROM:

GORDON STRACHAN

The attached was obtained from a reliable source. You are the only person to receive a copy.

GS/jb
FU - 10/6

Visitors -- Penthouse Suite in the Century Plaza Hotel

Mr. Max Palevsky -- between 4:00 and 5:00 in Senator Mc Govern's suite

Mr. Eugene Wyman -- 3:30 - 4:00 in Senator Humphrey's Suite

Private meetings -- 8:45-9:45

Mr. and Mrs. Harold Willens

Mr. and Mrs. Stanley Sheintau

Mrs. Joan Palevsky

Mr. Fred Hein

Mr. Jerry Goodell

Mr. Herbert Kay

Ms. Joyce Rosenberg

Mr. Norman Corwin

October 4, 1972

MEMORANDUM FOR:

PHIL JOANOU

FROM:

GORDON STRACHAN

You might be interested in the attached package of material distributed by McGovern-Shriver. Some of it is obviously junk, but some of it is pretty damn good. Would you look through the materials, determine whether there is anything useful or deserving of emulation, and advise me?

Thank you.

cc: Jeb Magruder

GS:car

THE WHITE HOUSE

WASHINGTON

October 3, 1972

MEMORANDUM FOR: GORDON STRACHAN

FROM: L. HIGBY 

Some of the attached really aren't that bad and should go to our people in the November Group for evaluation. The top one, particularly, is probably better than anything we're putting out at the current time on McGovern.

Attachments

THE WHITE HOUSE
WASHINGTON

Date: 10/2

TO: H.R. HALDEMAN
FROM: GORDON STRACHAN

These materials will be sent
to Colson for handling.

*They shld go
to New York
for emulation*

ADMINISTRATIVELY CONFIDENTIAL

October 30, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check with Phil Joanou on Tuesday, October 31 regarding the radio commercial on the will-of-the-wisp "We Need McGovern" vs. the strong negotiator after the Vietnam peace.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

October 23, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check with Phil Joanou regarding the status of the projected McGovern schedule on Tuesday, November 24.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

October 19, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

Check on Monday, October 23 regarding the status of the radio ads by Labor for Nixon on the defense bases that will be closed. Khachigian and Joanou are working on this.

GS/jb

October 14, 1972

MEMORANDUM FOR:

FOLLOW-UP

FROM:

GORDON STRACHAN

Check on Tuesday, Oct. 17, with Chapin and Carruthers, the 2 to 3 5 minute specials they were going to prepare from the 30 minute Connally speech. The 3 suggested areas were the November 7th Adlai comment, the Amnesty comments and the McGovern Defense plan. 60's were also suggested on these subjects. Make sure this, as well as what Connally's Press Conference will hit appears in Chapin's plan.

GS:car

October 11, 1972

MEMORANDUM FOR:

FOLLOW-UP

FROM:

GORDON STRACHAN

Check with Larry on Monday, Oct. 16, regarding the status of the Oct. 12 Teeter Polling memorandum requesting decisions on Senate races, personal interviews Polling and the next series on the Rolling Wave.

GS:car

ADMINISTRATIVELY CONFIDENTIAL

October 11, 1972

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

On Thursday, October 12 check with Larry re buying the 10:30-11:00 p.m. time slot on Saturday, October 14 (after "Mission Impossible") for the documentary.

GS/jb

October 5, 1972

MEMORANDUM FOR:

FOLLOW-UP

FROM:

GORDON STRACHAN

Check the status of the proposal that McGovern be sandwiched with the Credibility Ad in all local media markets. It is mentioned in the attached Talking Paper for the Political Meeting.

October 21, 1972

MEMORANDUM FOR:

DICK HOWARD

FROM:

GORDON STRACHAN

SUBJECT:

Vietnam Speech

In addition to the distribution of the Vietnam Speech I sent you, please have 1000 copies for Ken Rietz to use for a Young Voters for the President mailing. Please call me when you have heard when these will be available for mailing.

Thank you.

GS:car

ADMINISTRATIVELY CONFIDENTIAL

October 18, 1972

MEMORANDUM FOR:

DICK HOWARD

FROM:

GORDON STRACHAN

SUBJECT:

Tom Carver Letter re
Albert Bernstein

Would you have Mickey Gardner or whomever get in contact with Mr. Bernstein, the Democrat referred to in the Tom Carver letter to Bob. Also, would you have Mickey call Tom Carver and indicate that's what had happened.

GS/jb

THOMAS H. CARVER
LAWYER
1901 AVENUE OF THE STARS
LOS ANGELES, CALIFORNIA 90067
(213) 879-9800

October 9, 1972

Mr. Robert Haldeman
The White House
Washington, D. C.

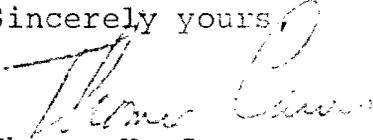
Dear Bob:

As the Campaign enters the closing weeks, I know that the President's staff is interested in obtaining the maximum value, from the many volunteers and supporters of the President, who are interested in his reelection.

One of my close friends, and political associates, in California, an attorney named Albert Bernstein, has asked if I could arrange for his use as a speaker, in the "Democrats for Nixon" Committee. I attach two of his business cards, for your distribution to the appropriate level at the above telephone number. I know from personal experience that Mr. Bernstein is a very effective political speaker. He is particularly interested in a debate with a supporter of Senator McGovern, on the issues of the Campaign.

I know that you are working hard, both for the reelection, and for the best interests of the Country, and with all best wishes remain

Sincerely yours,



Thomas H. Carver

THC/jk

A. MARTIN BERNSTEIN
ATTORNEY AT LAW

SUITE 702
9107 WILSHIRE BOULEVARD
BEVERLY HILLS, CALIFORNIA

278-2270

ADMINISTRATIVELY CONFIDENTIAL

October 9, 1972

MEMORANDUM FOR:

SANDY FOX

FROM:

GORDON STRACHAN

SUBJECT:

Certificates for September 26
Dinner Chairmen

Attached is a list of the Dinner Chairmen for the 1972 Victory Dinners. The addresses are included. All these Dinner Chairmen, except Ed Carter in Los Angeles, should receive Presidential Certificates as soon as possible. Disregard the grading.

Will you call me with the exact dates these will be sent?

Thank you.

GS/jb
FU - 10/11

THE WHITE HOUSE
WASHINGTON

HJK
10/3

October 2, 1972

MEMORANDUM FOR:

GORDON STRACHAN

FROM:

L. HIGBY L

Be sure we send certificates to all the dinner chairmen that the President didn't call. He called some of them -- the dinners he went to, but he didn't call all twenty-seven and certificates, of course, should be sent to each of them.

9/26 Dinner - get list for Alex
P. called very few
only Ed Carter
Lang Washburn in charge of this
- more than 26 chairmen
- Only chairman P. called was
Ed Carter

VICTORY '72 DINNER COMMITTEE

1701 Pennsylvania Ave., N.W. • Washington, D.C. 20006
(202) 333-8896

Honorary Chairman
Mrs. Dwight D. Eisenhower

October 3, 1972

Chairman
Gen. Lucius D. Clay

Deputy Chairman
C. Langhorne Washburn

CONFIDENTIAL

Dinner Coordinator
Michael Miller

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

Treasurer
Julian O. Kay

Dear Gordon:

Nothing could be more difficult than grading the fine group of men who had been goaded into doing something which none of them really wanted to do. I have given a grade to each of them describing the overall performance of each Chairman.

In some instances, I have given the Dinner Chairman a B+ rather than an A simply because the dinner did not reach my personal anticipated goals. In Chicago, as an example, Arthur Wood couldn't have been a better chairman, but we were confronted with a split with the United Republican Fund of Illinois. In Cleveland and Cincinnati, the dinners were two of our worst dollarwise, and yet the two chairmen respectively couldn't have been finer or harder working. The troubles there can be attributed to the opposition and near sabotage of their efforts by the state organization.

Standouts, of course, in terms of personal dedication and dinner results, have to be Dallas, Detroit, New York, Los Angeles and San Francisco.

It merely comes back to my old formula that the secret of successful fund raising is top people talking to top people. The higher degree of leadership usually yields the best results, except for unavoidable local conflicting problems.

Summary: All chairmen were fine men and worked hard, with one or two of the lower-graded exceptions. Each certainly would be deserving of a letter of thanks, and

Mr. Gordon Strachan

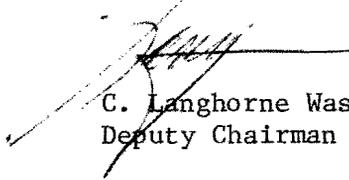
-2-

October 3, 1972

if this is to be limited by selection, then I suggest
you do this according to my grades.

I hope this has been helpful.

Cordially yours,

A handwritten signature in dark ink, appearing to read 'C. Washburn', with a long horizontal flourish extending to the right.

C. Langhorne Washburn
Deputy Chairman

Enclosure

SEPT. 26 1951

Strictly Confidential

CITY	ADDRESS	NAME	PHONE NO.
ALBUQUERQUE	ROYAL CORONADO HOTEL	FRANK W. ABRAHAM President Bank Securities, Inc. P.O. Drawer 676 Albuquerque, New Mexico 87110	(505) 437-3300 (505) 437-4365
ATLANTA	ROYAL CORONADO HOTEL Cable Ballroom	JULIUS ROBBINSON President Robinson-Rumphrey Co., Inc. 2 Peachtree, N.W. Atlanta, Ga. 30303	(404) 577-3700 (404) 261-8619
BALTIMORE	MULLEN BLDG	L. JOSEPH SCHAFER 1920 Tadcaster Rd. Baltimore, Md. 21228	(301) 765-2537 (301) 744-4624
BIRMINGHAM	ELDEN NORTH-JEFFERSON Civic Center	CRAWFORD JOHNSON III P. O. Box 2009 Birmingham, Ala. 35201	(205) 322-3411 (205) 871-2049
BOSTON	CHARLES ST. OFFICE Versailles & Venetian Saloons	LLOYD WARRING 75 Federal St. Boston, Mass. 02101	(617) 542-6200 (617) LJ 6-6711
CHICAGO	CONRAD HILTON Grand Ballroom	ARTHUR WOOD President Sears, Roebuck & Co. 925 S. Holman Ave. Chicago, Ill. 60607	(312) 265-5400
CINCINNATI	NETHERLAND HILTON HOTEL	CHARLES MICHAM JR. President Taft Broadcasting Co. 1906 Highland Ave. Cincinnati, Ohio 45219	(513) 421-1750 (513) 321-8377
CLEVELAND	SHERRILLON CLEVELAND Gold Room	GEORGE GRABNER President Larson & Sessions Co. 5000 Tiedeman Rd. Cleveland, Ohio 44144	(216) 267-5000 (216) 247-5094
DALLAS	FAYMONT HOTEL	ERIC JONSSON 3300 Republic Bank Tower Dallas, Texas 75201	
DENVER	<i>Satellite</i>	Bob Beale	
DETROIT	OSCO BLDG	ED COLL President General Motors Corp. General Motors Bldg. 3144 W. Grand Blvd. Detroit, Mich. 48202	(313) 556-3301

B

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CITY	HOTEL		DINNER CHAIRMEN	PHONE NUMBER
FT. LAUDERDALE	FILR 66	BT	HON. ED STACK Sheriff of Broward County P.O. Box 3069 Ft. Lauderdale, Fla. 33310	(o) (305) 525-4321
HOUSTON	SHERATON LINCOLN Grand Ballroom	B	WILL PARISH III 1064 Houston Club Bldg. Houston, Tex. 77002	(o) (713) 224-6931
INDIANAPOLIS	AIKINSON HOTEL	CT	WALTER BEARDSLEY Chairman of Board Miles Laboratories, Inc. 1127 Myrtle Street Elkhart, Ind. 46517	(o) (219) 264-8242
KANSAS CITY	MUEHLBACH HOTEL Trianon Room	B	JOHN LATSHAW E. F. Hutton & Co., Inc. 920 Baltimore Kansas City, Mo. 64105	(o) (816) 221-7800 (h) (816) 361-4433
LAS VEGAS	STARDUST HOTEL	B	HON. PAUL LAXALT 412 N. Division Street Carson City, Nev. 89701	(o) (702) 882-6730
LOS ANGELES	CENTURY PLAZA Ballroom	AT	ED CARTER President Broadway-Hale Stores, Inc. 600 South Spring L.A., Calif. 90014	(o) (213) 620-0150
MEMPHIS	SHERATON PEABODY HOTEL Skyway Room	A	NORFLEET TURNER First Nat'l. Bank 165 Madison Ave. Box 84 Memphis, Tenn. 38103	(o) (901) 523-4018
MILWAUKEE	MARC PLAZA Lorraine Room	C	GORDON WALKER President Walker Forge Inc. 2000 17th Street Racine, Wisc. 53403	(o) (414) 634-7151
MINNEAPOLIS	SHERATON-RITZ HOTEL Cotillion Room	B	CHARLES C. JACKSON, JR. Vice-President Hoerner Waldorf Corp. 2250 Washington Ave. St. Paul, Minn. 55114	(o) (612) 645-0131
NEW ORLEANS	FAIRMONT ROOSEVELT	CT	WILLARD ROBERTSON 4200 Michoud Blvd. New Orleans, La. 70129	(o) (504) 254-1500
NEW YORK	AMERICANA Imperial Ballroom	AT	BERNARD J. LASKER Lasker, Stone & Stern 20 Broad Street New York, NY 10005	(o) (212) 944-0320

CITY	NAME	PERSON	PHONE NUMBER
PHILADELPHIA	FRANKLIN TRUST CO. Postal Building	B+ FRANKLIN TRUST CO. Eastern Life, Union Securities & Co. Trust Company Phila., Penna. 19102	(o) (215) 791-5000
PHOENIX	ST. LOUIS HOTEL	B- FRANKLIN TRUST CO. Franklin Insurance Co. 3135 North 3rd Ave. Phoenix, Ariz. 85013	(o) (602) 264-4111
PITTSBURGH		B RICHARD WRIGHT Richard Wright Corp. 905 Porter Bldg. Pittsburgh, Pa. 15219	(o) (412) 261-2500 (h) (412) 243-6030
ST. LOUIS	CENTRAL-PARK PLAZA St. Louis	A GEN. LEIF SVENDSEN Svendson, S. P. & Associates, Inc. 800 North 12th Blvd. St. Louis, Missouri 63101	(o) (314) 436-7600
SAN FRANCISCO	SHERIDAN PALACE Rose Room	A+ OTTO MILLER	
<u>SEATTLE</u>			
TULSA	SOUTHERN HILLS COUNTRY CLUB Garden Room	B John H. Williams Chairman of the Board The Williams Companies Nat'l. Bank of Tulsa Bldg. Tulsa, Okla. 74103	(o) (918) 583-1711
		WILLIAM KEPLER Chairman of the Board Phillips Petroleum Co. Bartlesville, Okla. 74003	(o) (918) 336-6600
WASHINGTON, D.C.	STALLER HILTON	B- JOHN HOY KAUFFMANN President The Evening Star 225 Virginia Ave. SE Washington, D.C. 20003	(o) (202) 484-5000 (h) (703) 356-0912
WILMINGTON, DEL.	ST. MARK'S HIGH SCHOOL	JOHN REEFER Laird Inc. 100 West 10th Street Wilmington, Del. 19899	(o) (302) 656-7741

*a satellite
Dennis \$100 - not applicable.*