

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>
19	12	11/3/1971	<input type="checkbox"/>	Campaign	Memo	From: Harry Dent To: Gordon Strachan RE: Evaluations of November 2, 1971, Elections. 3 pgs.
19	12	11/2/1971	<input type="checkbox"/>	Campaign	Report	Election Results from the different participating states. 5 pgs.
19	12	11/2/1971	<input type="checkbox"/>	Campaign	Memo	To: Harry Dent RE: Handwritten note with two names of Senate candidates and statistics. Election returns and recommended telephone calls attached. 6 pgs.
19	12	11/2/1971	<input type="checkbox"/>	Campaign	Memo	From: Robert C. Odle, Jr. To: The Committee for the Re-Election of the President Staff RE: Monitoring the various races for the Attorney General and Mr. Haldeman. 2 pgs.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
19	12	10/29/1971	<input type="checkbox"/>	Campaign	Memo	From: Robert C. Odle, Jr. To: The Attorney General RE: What race the Committee for the re-election of the President will be monitoring, including a summary of the races, and telephone calls. 3 pgs.
19	12	11/2/1971	<input type="checkbox"/>	Campaign	Report	Write-up of candidates for the Gubernatorial and Mayoralty races. 2 pgs.
19	12	11/2/1971	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Election Watch. A copy is attached. 4 pgs.
19	12	10/6/1971	<input type="checkbox"/>	Campaign	Memo	From: Harry Dent To: H.R. Haldeman RE: Politics File. 1 pg.
19	12	10/5/1971	<input type="checkbox"/>	Campaign	Memo	From: Peter Millsbaugh To: Harry Dent RE: Newspaper coverage of the Wallace fundraiser. New York Times article attached. 3 pgs.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
19	12	9/20/1971	<input type="checkbox"/>	Campaign	Memo	From: Bob Finch To: H.R. Haldeman RE: The Electoral College and the Mexican-American: An Analysis of the Mexican-American Impact on the 1972 Presidential Election. 17 pgs.
19	12	8/11/1971	<input type="checkbox"/>	Campaign	Memo	From: Larry Higby To: Gordon Strachan RE: Odds and Ends of the Election. 2 pgs.

THE WHITE HOUSE  
WASHINGTON

**Date:** November 3, 1971

**TO:** GORDON STRACHAN

**FROM:** HARRY DENT

Please handle \_\_\_\_\_

For your information \_\_\_\_\_

## EVALUATION OF NOVEMBER 2, 1971, ELECTIONS

### I. Victories

1. Indianapolis, Indiana: Incumbent Republican Mayor Richard Lugar, running a campaign closely identified with the President, won re-election 153,407 votes to the Democrat candidate's 100,552. This was the biggest percentage for any Republican candidate since President Eisenhower. State Chairman John Snyder says this should be seen as a real victory for the President as well as Lugar.
2. Evansville, Indiana: Evansville has elected a Republican mayor for the first time in 20 years, Russell G. Lloyd.
3. San Diego, California: Republican Assemblyman Pete Wilson won the mayoral race with 115,417 votes to his opponent's 71,321. Both men were of conservative stripe, and voting was on party lines.
4. Birmingham, Alabama: Republican Mayor George Seibels who is closely tied to the President in Birmingham won re-election by 12,000 votes on October 12. Seibels, regarded as one of the South's most progressive mayors, won despite heavy opposition because of an occupational tax he supported.
5. Cleveland, Ohio: Republican Ralph Perke was elected mayor, beating out a Stokes-backed black independent and a moderate Democrat. Perke had been auditor of Cuyahoga County. Party people see strengthening of President's position in Ohio reflected in the vote. Perke has ties to the President from 1968, when he worked with ethnics.
6. Columbus, Ohio: Republican Tom Moody was elected mayor of Columbus. Republicans now hold all but three or four city halls in Ohio.
7. Pennsylvania 18th Congressional District: Republican Heinz over his Democrat opponent by 103,000 to 49,000 at latest count. Seen as victory for President since the Democrat, Connelly, tried to exploit the economic issue.

## II. Toss-ups

1. New Jersey: GOP retained Senate, but lost control of Assembly, though not by overwhelming majority. Republican State Senator Hap Farley lost big in Atlantic County, taking everyone with him. GOP held in counties where President was strong in 1968. Party people feel they made fairly good showing.
2. San Francisco: Republicans here not surprised at Alioto win, but feel some significance in that Republican Dobbs was second in the three-way race, with 69,786 votes. A Republican, John Molinari, was elected a San Francisco supervisor.

## III. Major Setbacks

1. Kentucky: Democrat Wendell Ford beat Republican Tom Emberton. Ford had styled his campaign as running against the President as well as Emberton and Nunn. Emberton turned off attack too early, wound up on defensive. Democrats turned out consistent numbers of voters statewide. Democrats hold 2 - 1 edge in registration.
2. Virginia: George P. Shafran, the Republican candidate for lieutenant governor ran third statewide despite heavy campaigning by Governor Linwood Holton. Democrats captured all of Northern Virginia State Senate delegation.

Overall Evaluation: Ohio showed greatest Republican vigor. While Indiana was strong, several college towns were lost, indicating need to beef up youth vote efforts. Attempts will be made by Democrats to use Kentucky as a barometer (Scoop Jackson said it this morning in a press conference), but the Pennsylvania 18th should refute this to a degree since the Democrat who ran much in the style of Ford, was defeated.

November 2, 1971

ELECTION RETURNS

CONGRESSIONAL RACE:

Pennsylvania 18th

Heinz (R)	103,000
Connelly (D)	49,000

GUBERNATORIAL RACE:

Kentucky

Emberton (R)	388,594
Ford (D)	448,418
Chandler (I)	37,739
Smith	7,231

Mississippi

Waller (D)	427,544
Evers (I)	117,652

LIEUTENANT GOVERNOR:

Virginia

Shafran (R)	183,926
Kostel (D)	269,841
Howell (I)	317,008

MAYORAL RACES:

Indianapolis

Lugar (R)	153,407
Neff (D)	100,552

Philadelphia

Longstreth (R)	343,169
Rizzo (D)	391,692

Cleveland

Perke (R)	87,374
Pinckney (D)	72,386
Carney (I)	64,923

San Francisco

Dobbs (R)	69,786
Alioto (D)	97,251
Feinstein	55,175

Boston

Hicks (D)	70,326
White (D)	113,119

San Diego

Wilson (R)	115,417
Butler (D)	71,321

Baltimore

Pierpont (R)	17,740
Schaefer (D)	128,807



Harry S. Dent

11:00 a.m., November 3, 1971

November 2, 1971

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page 2 - Election Returns  
for November 2, 1971

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Harry S. Dent

11:00 a.m., November 3, 1971

## (OTHER ELECTIONS)

PITTSBURGH--REPUBLICAN H. JOHN HEINZ III, HEIR TO A FOOD PROCESSING FORTUNE, USED A YOUTHFUL IMAGE AND A WELL ORGANIZED CAMPAIGN TO OVERWHELM DEMOCRAT JOHN CONNELLY BY A 2-1 MARGIN TUESDAY IN THE NATION'S ONLY CONGRESSIONAL RACE.

HEINZ RECEIVED 103,000 VOTES TO 49,000 FOR CONNELLY IN COMPLETE UNOFFICIAL RETURNS IN PENNSYLVANIA'S 18TH CONGRESSIONAL DISTRICT I SUBURBAN PITTSBURGH.

SOME REPUBLICANS AT THE HEINZ VICTORY CELEBRATION CALLED THE ELECTION A VINDICATION OF NIXON'S POLICIES. MOST DEMOCRATS AT CONNELLY'S HEADQUARTERS BLAMED HIS DEFEAT ON HEAVY SPENDING BY HEINZ.

-0-

INDIANAPOLIS--VOTERS IN AMERICA'S 11TH LARGEST CITY TUESDAY RE-ELECTED REPUBLICAN MAYOR RICHARD LUGAR, ONE OF PRESIDENT NIXON'S MOST FREQUENT ADVISERS ON URBAN AFFAIRS.

LUGAR, 39, PRESIDENT OF THE NATIONAL LEAGUE OF CITIES AND VICE PRESIDENT OF THE PRESIDENT'S ADVISORY COUNCIL ON INTERGOVERNMENTAL RELATIONS, DEFEATED HIS DEMOCRATIC CHALLENGER, JOHN NEFF, 34, BY A BETTER THAN 3-TO-2 RATIO.

-0-

ALBANY--A DWT BILLION BOND ISSUE TO IMPROVE HIGHWAYS AND PUBLIC TRANSPORTATION WAS DEFEATED TUESDAY DESPITE THE BACKING OF GOV. NELSON ROCKEFELLER AND MAYOR JOHN LINDSAY.

THE BOND LOST BY 150,000 VOTES IN NEW YORK CITY WITH THE UNOFFICIAL STATEWIDE TOTAL RUNNING 1,385,049 AGAINST THE MEASURE AND 1,302,294 FOR IT.

-0-

JERSEY CITY--DR. PAUL JORDAN, A PUBLIC HEALTH PHYSICIAN, BEAT 17 OTHER CANDIDATES TO FILL THE UNEXPIRED TERM OF FORMER MAYOR THOMAS WHELAN. WHELAN IS SERVING A 15-YEAR PRISON SENTENCE FOR EXTORTION CONSPIRACY.

ELSEWHERE IN NEW JERSEY, DEMOCRATS MADE DEEP INROADS INTO THE REPUBLICAN MAJORITY IN THE STATE LEGISLATURE.

-0-

MACON, GA.--GOP MAYOR RONNIE THOMPSON, CLAIMING THE SUPPORT OF VICE PRESIDENT AGNEW, EASILY WON ELECTION TO HIS SECOND FOUR-YEAR TERM TUESDAY.

THOMPSON PILED UP 18,989 VOTES TO 13,721 FOR EMORYGREENE, A DEMOCRAT AND BIBB COUNTY COMMISSIONER.

-0-

MIAMI BEACH--FORMER DADE COUNTY MAYOR CHUCK HALL WON A LANDSLIDE VICTORY TUESDAY FOR MAYOR OF MIAMI BEACH, SUCCEEDING JAY DERMER WHO DID NOT SEEK REELECTION.

HALL RECEIVED 19,569 VOTES UNOFFICIALLY, AND HIS CLOSEST OPPONENT  
MAX FELDMAN RECEIVED 2,755.

-0-

BENTON HARBOR, MICH.--CHARLES JOSEPH BECAME BENTON HARBOR'S FIRST  
BLACK MAYOR TUESDAY, DEFEATING INCUMBENT WILBER SMITH BY A BETTER THAN  
2-1 MARGIN. BENTON HARBOR'S POPULATION OF 16,500 IS 63 PER CENT  
BLACK.

-0-

NEWCOMERSTOWN, OHIO--RON HOOKER, A 19-YEAR-OLD COLLEGE JUNIOR, WON  
ELECTION TUESDAY AS MAYOR OF THIS EAST CENTRAL OHIO VILLAGE OF 4,500.  
HOOKER, A WRITE-IN CANDIDATE WHO PLEDGED TO STOP "HOT-RODDING" ON  
THE STREETS HERE, GAINED 1,061 VOTES TO A TOTAL OF 491 FOR HIS FOUR  
OPPONENTS.

-0-

CEDAR FALLS, IOWA--A UNIVERSITY OF NORTHERN IOWA GRADUATE STUDENT  
WHO CALLED HIMSELF AN "ENVIRONMENTALIST" DEFEATED THE INCUMBENT MAYOR OF  
CEDAR FALLS TUESDAY.

JOHN CREWS, 24, DEFEATED FRANK WILLIAMS, A CITY COUNCILMAN WHO HAD  
BEEN SERVING OUT THE TIME OF THE PREVIOUS MAYOR WHO RESIGNED.

CREWS HAD STRONGLY OPPOSED THE BUILDING OF A FREEWAY THROUGH CEDAR  
FALLS, BUT WILLIAMS HAD SUPPORTED THE MEASURE. THE FREEWAY WOULD RUIN  
A CITY PARK AND CAUSE OTHER ENVIRONMENTAL DAMAGE, CREWS SAID.

-0-

BALTIMORE--DEMOCRAT WILLIAM SCHAFER BEAT REPUBLICAN DR. ROSS  
PIERPONT BY A LARGE MARGIN FOR MAYOR.

-0-

SALT LAKE CITY--E. J. GARN, THE WATER COMMISSIONER, WAS  
ELECTED MAYOR BY BEATING PARKS CHIEF CONRAD HARRISON BY A 3-1 MARGIN.

-0-

SACRAMENTO, CALIF.--INCUMBENT RICHARD MARRIOTT WON A SECOND TERM  
BY A LANDSLIDE IN THE FIRST DIRECT ELECTION OF A MAYOR IN CALIFORNIA'S  
CAPITAL CITY IN 60 YEARS. THE LOSER WAS MILTON MCGHEE, THE CITY'S  
FIRST BLACK CITY COUNCILMAN.

-0-

SAN DIEGO, CALIF.--ASSEMBLYMAN PETE WILSON, A FORMER GOP CAMPAIGN  
WORKER FOR PRESIDENT NIXON, EASILY DEFEATED ATTORNEY ED BUTLER FOR  
MAYOR.

-0-

AUGUSTA--MAINE VOTERS DEFEATED A REFERENDUM TO REPEAL THE  
STATE INCOME TAX BY A MARGIN OF NEARLY 3-1.

-0-

TALLAHASSEE--FLORIDA VOTERS OVERWHELMINGLY APPROVED A CORPORATE  
PROFITS TAX. GOV. REUBIN ASKEW ASKED FOR THE TAX IN ORDER TO REDUCE  
INDIVIDUAL TAX LOADS.

11/3--GE914A

Dart

THE WHITE HOUSE  
WASHINGTON

Wilson (61%) 115,417

Brewster (38.1%) 71,321

100% account reported

Briefing

# Hing - Gay Pen

Keyan -

November 2, 1971

ELECTION RETURNS

CONGRESSIONAL RACE:

Pennsylvania 18th - 51 of 355 precincts

Heinz (R)	17,000	PROJECTED WINNER
Connelly (D)	7,000	

GUBERNATORIAL RACES:

Kentucky - 30% in

Emberton (R)	138,000	
Ford (D)	159,000	PROJECTED WINNER
Chandler (I)	--	

Mississippi -

Waller (D)	69,000	PROJECTED WINNER
Evers (I)	16,000	
Brady (I)		

LIEUTENANT GOVERNOR:

Virginia -

Shafran (R)	20%	
Kostel (D)	36%	
Howell (I)	42%	PROJECTED WINNER

MAYORAL RACES:

Indianapolis -

Lugar (R)	139,000	WINNER
Neff (D)	88,000	

Philadelphia -

Longstreth (R)	140,000	PROJECTED WINNER
Rizzo (D)	180,000	

Cleveland -

Purke (R)	-----	PROJECTED FOR UPSET
Pinckney (D)		VICTORY BUT TRAILING NOW
Carney (I)		

San Francisco -

Dobbs (R)  
Alioto (D)  
Feinstein

Boston -

Hicks (D)	52,000	PROJECTED WINNER
White (D)	69,000	

San Diego -

Wilson (R)  
Butler (D)

Baltimore -

Pierpont (R)  
Schaefer (D)



Harry S. Dent  
10:10 PM

THE WHITE HOUSE

WASHINGTON

RECOMMENDED TELEPHONE CALL

TO: Mayor Richard Lugar of Indianapolis

RECOMMENDED BY: Harry Dent, <sup>WED</sup> Jeb Magruder, Gordon Strachan

PURPOSE: To congratulate Mayor Lugar on his re-election

BACKGROUND: Lugar expected to have a squeaker but won by 52,000, more than any GOP since Ike.

TALKING POINTS:

1. Congratulations
2. Great tribute to win over a good, tough opponent
3. Potential leader for 1972 or Governor?

November 2, 1971

THE WHITE HOUSE

WASHINGTON

RECOMMENDED TELEPHONE CALL

TO: Congressman-elect John Heinz III

RECOMMENDED BY: Harry Dent, <sup>ED</sup>Jeb Magruder, Gordon Strachan

PURPOSE: To congratulate Congressman-elect Heinz

BACKGROUND: Heinz retained Corbett's seat in Pittsburgh. He will be more liberal. Had labor endorsement.

TALKING POINTS: 1. Congratulations

2. This should give a good leg up on 1972's new district (he'll be re-districted)

3. Look forward to working with you

4. Regards to your father

November 2, 1971

Howell - Va Lt Gov - 2nd  
Shafiq - poor 3rd  
- Va Sen elec - lost 1 seat

☆ ↖ ↗  
White - Boston - big vote 42,000  
62% of vote

Lugar -  
Hatcher - Gary  
Alivoto  
Heinz - Pa  
me - re-repeal of inc tax

Alex → P → Hall only not  
Lugar or Heinz

— Have called Wein + Cole - instead 7<sup>30</sup> Mtg

may

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

November 2, 1971

~~CONFIDENTIAL~~

DETERMINED TO BE AN  
ADMINISTRATIVE MARKING  
E.O. 12065, Section 6-102  
By BJ NARS, Date 10-28-82

MEMORANDUM FOR THE STAFF

FROM: ROBERT C. ODLE, JR.

Beginning at 7:30 p.m. tonight we will monitor results of the various races for the Attorney General and Mr. Haldeman as follows:

TV/Radio Monitoring

Bob Marik will head up a team of Jo Creighton, Biba Wagner, Mrs. Marik, and two RNC staffers who will monitor WTOP-FM, WMAL-FM, WAVA-FM, ABC, CBS, NBC, and Metro media. Results will be analyzed and fed into Rob Odle.

UPI/AP Monitoring

Martha Duncan and Connie Cudd will monitor the wires from Herb Klein's office at the White House and call in results to Rob Odle.

Telephones

Ken Rietz and Bart Porter will make telephone calls to key GOP officials in the various states and feed in the results to Rob Odle. Calls will be made as follows:

California. Mayor's races in Sacramento, San Diego, San Francisco. Rietz to get results from George Gorton and Ron Smith.

Connecticut. Mayor's races in New Haven, Waterbury, Stamford. Porter/Sedam to get results from Chip Andrews.

Indiana. Mayor's races in Gary and Indianapolis. Rietz . . . Keith Bulen.

~~CONFIDENTIAL~~

~~CONFIDENTIAL~~

By

BJ

10-28-82

-2-

Kentucky. Governor's race. Porter . . . Gordon Wade.

Massachusetts. Mayor's race in Boston. Rietz . . . Mike Scully.

Mississippi. Governor's race. Porter/Sedam . . . Clarke Reed.

Ohio. Mayor's race in Cleveland. Rietz . . . John Andrews.

Pennsylvania. Mayor's race in Philadelphia; also congressional race.  
Porter/Sedam to get results.

Tally Desk

Rob Odle, assisted by Jeanne Mason, will keep a running tally on all races based on information from Marik, Duncan/Cudd, and Porter/Rietz/Sedam. This will be available to Mr. Haldeman and the Attorney General.

cc: Mr. Harry S. Dent  
Mr. Jeb S. Magruder  
~~Mr. Gordon C. Strachan~~

~~CONFIDENTIAL~~

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

FU  
11/2

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

October 29, 1971

DETERMINED TO BE AN  
ADMINISTRATIVE MARKING

CONFIDENTIAL

E.O. 12065, Section 6-102

By *BJ*

*10-28-82*

MEMORANDUM FOR THE ATTORNEY GENERAL

Jeb asked me to let you know that we will be on hand here Tuesday evening, November 2, to monitor the various mayoral and gubernatorial races throughout the country. A summary of these races is attached.

We will monitor AP, UPI, ABC, CBS, and NBC, as well as make telephone calls to some of our people in the various states.

Should you desire current information on any of the races during the course of the evening, we will have it here for you.

ROBERT C. ODLE, JR.

~~Attachment~~

~~cc:~~ Mr. Gordon C. Strachan

CONFIDENTIAL

ELECTIONS 1971

November 2, 1971

CALIFORNIA:	Sacramento	Non-partisan mayor Marriot (incumbent) McGhee (vice-mayor)
	San Diego	Non-partisan mayor Wilson (Rep.) Butler
	San Francisco	Partisan mayor Alioto (incumbent) (Dem.) Finestein (Dem.) Dobbs (Rep.)
CONNECTICUT:	New Haven	Partisan mayor Guida (incumbent) (Dem.) Capra (Rep.)
	Stamford	Partisan mayor Wilensky (incumbent) (Rep.) Hume (Dem.)
	Waterbury	Partisan mayor Mambruno (incumbent) (Dem.) Minervino (Rep.)
FLORIDA:	Miami	Nov. 16
INDIANA:	Gary	Partisan mayor Hatcher (incumbent) (Dem.) Nering (Rep.)
	Indianapolis	Partisan mayor Luger (incumbent) (Rep.) Neff (Dem.)
KENTUCKY:		Partisan governor Emberton (Rep.) Ford (Lt. Gov.) (Dem.) Smith (American) Chandler (Ind.)
MARYLAND:	Baltimore	Partisan mayor Schaefer (Pres. city coun.) (Dem.) Tierpont (Rep.)
MASSACHUSETTS:	Boston	Partisan mayor White (incumbent) (Dem.) Hicks (Dem.)

## MISSISSIPPI:

Partisan governor  
Waller (Dem.)  
Evers (Ind.)

## NEW JERSEY: Jersey City

Non-partisan mayor  
Jordan  
Longo  
Gangemi

## OHIO: Cleveland

Partisan mayor  
Carney (Dem.)  
Perk (Rep.)  
Pinkney (Ind.)

## PENNSYLVANIA: Philadelphia

Partisan mayor  
Rizzo (Dem.)  
Longstreth (Rep.)

## VIRGINIA:

Partisan Lt. Governor  
Howell (Ind.)  
Shafran (Rep.)  
Kostel (Dem.)

Gubernatorial Races:

Kentucky --

Tom Emberton (R)  
Lt. Governor Wendell Ford (D)  
"Happy" Chandler (Independent)

Mississippi --

Bill Waller (D)  
Charles Evers (Independent)  
Tom Brady (Independent)

Mayoralty Races:

Indianapolis --

Dick Lugar (R)  
John Neff (D)

Philadelphia --

Frank Rizzo (D)  
Thacher Longstreth (R)

Cleveland --

Ralph Purke (R)  
Arnold Pickney (Stokes' candidate)  
James Carney (Independent)

San Francisco --

Harold Dobbs (R)  
Joe Alioto (D)  
Dianne Feinstein

continued

Mayoralty Races - continued:

Boston --

Louise Day Hicks (D)  
Kevin White (D)

San Diego --

Pete Wilson (R)  
Ed Butler (D)

Miami --

David Kennedy (D)

Baltimore --

Ross Pierpont (R)  
Don Schaefer (D)

Additional Races:

Virginia Lt. Governorship --

Shafron, GOP State Delegate  
Kostel (D)  
Howell (Independent)

Pennsylvania 18th Special Congressional --

John Heinz III (R)  
John Connelly (D)

THE WHITE HOUSE

WASHINGTON

Administratively Confidential

November 2, 1971

MEMORANDUM FOR: H.R. HALDEMAN  
FROM: GORDON STRACHAN  
SUBJECT: Election Watch

Harry Dent, Jeb Magruder, and I will be in Harry Dent's office this evening monitoring the results of the elections today. The major races include:

Gubernatorial Races:

Kentucky -- Tom Emberton (R) v. Lt. Governor Wendell Ford (D) and "Happy" Chandler (Independent).

Mississippi -- Bill Waller (D) v. Charles Evers (Independent) and Tom Brady (Independent).

Mayoralty Races:

Indianapolis -- Dick Lugar (R) v. John Neff (D).

Philadelphia -- Frank Rizzo (D) v. Thacher Longstreth (R).

Cleveland -- Ralph Purke (R) v. Arnold Pickney (Stokes' candidate) and James Carney (Independent).

San Francisco -- Harold Dobbs (R) v. Joe Alioto (D) and Dianne Feinstein.

Boston -- Louise Day Hicks (D) v. Kevin White (D).

San Diego -- Pete Wilson (R) v. Ed Butler (D)

Miami -- David Kennedy (D) v. unknown liberals

Baltimore -- Ross Pierpont (R) v. Don Schaefer (D)

Additional Races:

Virginia Lt. Governorship -- GOP State Delegate Shafron v. Kostel (D) and Howell (Independent)

Pennsylvania -- 18th Special Congressional/John  
Heinz III (R) v. John Connelly (D)

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Additional Races:

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Pennsylvania -- 18th Special Congressional/John  
Heinz III (R) v. John Connelly (D)

THE WHITE HOUSE  
WASHINGTON

*A need not  
see  
G10/7*

**Date:** October 6, 1971

**TO:** BOB HALDEMAN

**FROM:** HARRY DENT

*File  
"Politis"  
ASD*

Please handle \_\_\_\_\_

For your information ✓ \_\_\_\_\_

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

October 5, 1971

TO: Harry Dent

FROM: Peter Millpaugh

For the record, I have pulled the newspaper coverage of the Wallace fund-raiser in New York City together. A check with the New York County Chairman indicates that the affair may not have been anywhere near what was reported. The ~~American~~ Hotel was not filled as reported ... the Georgian Room of the hotel was filled. Also reported was 1,000 seats taken. The hotel kitchen reports actually serving 387 dinners to the group that night. Two planes came from Montgomery with Wallace carrying about 300 people.

The Reverend Carl McIntire offered the benediction.

# Wallace, Here to 'Test the Atmosphere,' Attacks President and Mayor

By JAMES F. CLARITY

Gov. George C. Wallace of Alabama flew into the city yesterday, conceding that his appearance had the look of a Presidential campaign and lashing out at a couple of old targets—the Nixon Administration and Mayor Lindsay.

Mr. Wallace, with his wife, Cornelia, at his side, said at a news conference at Kennedy International Airport that he had come to New York for the purpose of "testing the atmosphere."

Flying with him on a chartered DC-8 jet from Montgomery, Ala., were 160 of his supporters, and 130 more followers were flying into Newark. When it was suggested that his trip resembled a Presidential

campaign, Mr. Wallace smiled and said:

"It almost looks like it. But we're still not quiet sure what we'll do next year."

He said he would decide early next year whether to run for President.

### Dinner Address

Mr. Wallace was here to address a \$50-a-plate dinner at the Americana Hotel. Profits are to go to the Northeastern Citizens Committee of Wallace Friends and Supporters. The last time he spoke in New York was last December, at a John Birch Society dinner.

He has made a number of speeches at other dinners in recent months in Ohio, Florida and North Carolina. He is scheduled to address another one in

Los Angeles Nov. 6. The funds raised from the dinners would presumably be used in a campaign if Mr. Wallace decided to run for the Presidency, as he did in 1968.

At the airport, where he arrived shortly before noon, Mr. Wallace gave crisp answers to questions. One of the first was how he liked being in the Democratic party with Mayor Lindsay.

### 'Greatest Regard'

"Like to have him along with me—doing what?" Mr. Wallace quipped, as his traveling companions laughed.

"I have the greatest personal regard for Mayor Lindsay," Mr. Wallace continued, "but I don't think Mayor Lindsay and George Wallace are compatible to address another one in

Mayor was doing a poor job running the city, had a "permissive attitude" toward muggers, and would not make a good President.

The Governor was no kinder when he was asked if he agreed with an allegation by Earl Goodwin, one of his supporters, who is under a Federal income tax evasion indictment, that the Nixon Administration was engaged in "political persecution" to hurt Mr. Wallace nationally.

"I agree," Mr. Wallace said. He said he thought the Administration would take such action "against any movement that gives them a problem—and we give them a problem."

What did he think of the Nixon Administration's policy of having both Communist China and Nationalist China as

members of the United Nations? He answered:

"I would prefer, if the United States wants to give Red China a seat, that we give them our own seat and move the United Nations to Russia."

He added that Communist China was the "biggest exporter" of heroin and "the killer of U.S. men in Vietnam," which, he said "caused liberals concern."

The Alabamian said he had no suggestions for Presidential nominations to fill the two vacant seats on the Supreme Court. "The Supreme Court is almost beyond repair," he said.

Mr. Wallace said he would not "second-guess" Governor Rockefeller on how the rebellion at the Attica Correctional facility was handled. But he said that such uprisings were encouraged by "the permissive attitude of the courts."

The N. Y. Times/Mayor Lindsay

Wallace and wife, Cornelia, arriving here

# 1,000 Cheer Wallace at N.Y. Dinner

WP 9/26/71

By Stephen Isaacs  
Washington Post Staff Writer

NEW YORK, Sept. 25—Alabama Gov. George C. Wallace brought his 1972 campaign to New York tonight, filling a 1,000-seat ballroom of the Americana Hotel.

Wallace, clad in his new styles — including a pastel blue shirt and brightly striped wide tie — spoke to an audience that included more close cropped haircuts than one knew existed in New York these days.

The audience, which paid \$50 a seat was made up primarily of residents of New York's five boroughs, according to a Wallace campaign official. His last campaign visit to New York was in October of 1968, when he sold out Madison Square Garden.

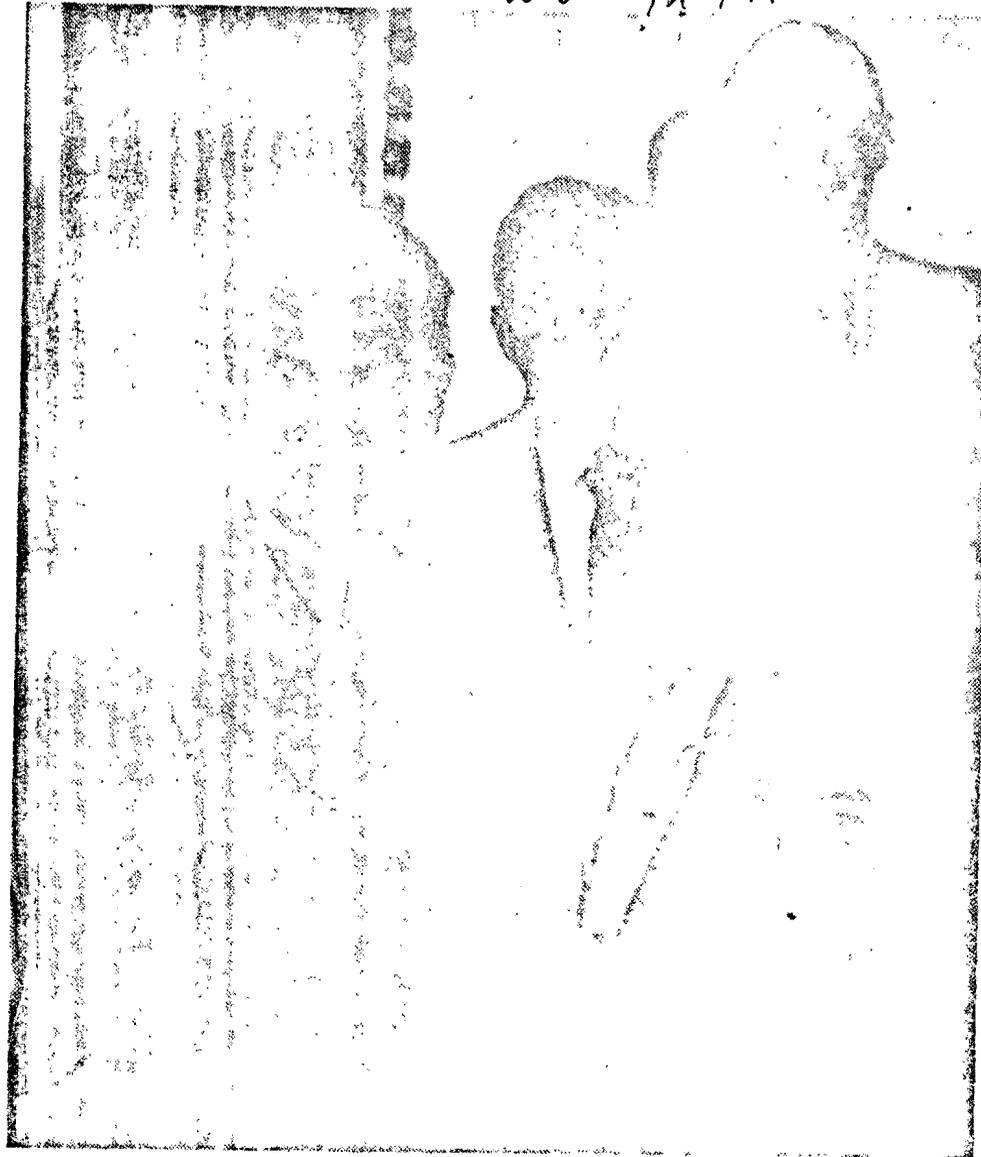
Wallace tonight continued in his new tenor, playing down race. Instead, he attacked, "the pseudo-intellectuals," the United Nations, the Council on Foreign Relations, communism, permissiveness, the Rockefeller and Ford Foundations, disarmament, President Nixon and, repeatedly, The New York Times.

## Biggest Applause

His biggest applause came when he said he hadn't decided yet to run for the presidency, "but if I decide, if we decide I'm going to run I'm going to win the presidency." At that, the audience rose to its feet applauding wildly and, for 34 seconds, chanted "We Want Wallace."

He also drew standing applause when he said that tax-exempt foundations would be a major 1972 campaign issue.

If you remove the foundations' tax advantage, Wallace said, there "won't be any money to fund programs to destroy administrative rules for prisons, and today the big foundations who made their money in the free enterprise system in this country and



UPI Telephoto

In New York to test the atmosphere for a new presidential bid, Alabama Governor George Wallace is greeted by supporters

at the Americana Hotel. Although speaking to raise money for a possible run, Wallace insists he won't decide until 1972.

"The people of this country," Wallace said, "have accepted nondiscrimination in their school system and they want quality education for every child regardless of their race or color or religion or

in the last seven months, bore all the festivity of a revival, including a benediction by the Rev. Carl McIntire.

Although Wallace says he has not made up his mind

whether to run in 1972 his associates say he plans to try to do well enough to deadlock the presidential race and thus force one of the major

party candidates to deal with him.

## Just Squeaked In

Although political polls show that Wallace has a steady 10 to 12 per cent support in the country, he barely squeaked in as governor of Alabama, winning by 30,000 votes out of a million cast. Politicians say his new, more moderate stance on race is his perceiving less support on that issue in the country today.

Tonight's dinner included a Dixieland band. At one point, when the band played "When the Saints Go Marching In," a black waiter at the Americana strutted through the aisles waving a white bowler inscribed with a "God Bless

Outside the ballroom Wallace supporters sold such items as George Wallace medallions tie pins, lapel pins, record albums, bumper stickers, and after he spoke, the governor signed photographs of himself for members of the audience.

His next fund-raising dinner is tentatively scheduled for Nov. 6 in Los Angeles.

THE WHITE HOUSE  
WASHINGTON

September 20

TO: H. R. HALDEMAN

FROM: Bob Finch

FYI

*Back -*

*H need not see as JSM*

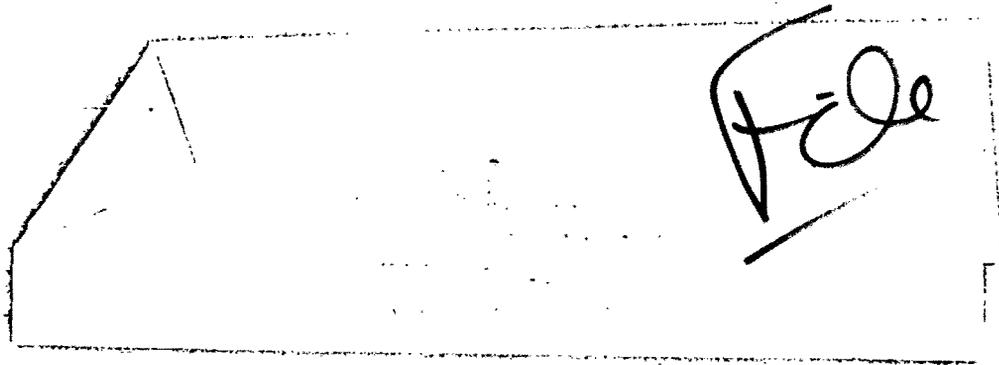
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*in his plan*

*"I am hopefully ready on 1 week"*

*GB - for your files*

*Not a firm comment ->*



THE ELECTORAL COLLEGE AND THE MEXICAN-AMERICAN:

AN ANALYSIS OF THE MEXICAN-AMERICAN IMPACT ON

THE 1972 PRESIDENTIAL ELECTION

Prepared by The League of United Latin  
American Citizens and The Mexican-American  
Bar Association of California.

June, 1971

THE ELECTORAL COLLEGE AND THE MEXICAN-AMERICAN:  
AN ANALYSIS OF THE MEXICAN-AMERICAN IMPACT ON  
THE 1972 PRESIDENTIAL ELECTION

This report was compiled by The League of United Latin American Citizens (Nationwide) and The Mexican-American Bar Association of California,\* with the assistance of The Mexican-American Population Commission and Graciela Olivarez, Esq., Vice-Chairman [President's] Commission On Population and the American Future. Additional assistance was secured from legislators, the United States Census Bureau, and the American G.I. Forum.

\*Prepared under the supervision of Louis Garcia, Esq., President, Mexican-American Bar Association, and Chairman of the Mexican-American Population Commission of California, and Paul Garza, National Director, The League of United Latin American Citizens. For information contact: Louis Garcia, Esq., 870 Market, San Francisco, California 94103.

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THE ELECTORAL COLLEGE AND THE MEXICAN-AMERICAN:

AN ANALYSIS OF THE MEXICAN-AMERICAN IMPACT ON

THE 1972 PRESIDENTIAL ELECTION

INTRODUCTION: 101 ELECTORAL VOTES

The President's Cabinet Committee on Opportunity for the Spanish Speaking stated that the number of Mexican-Americans in the United States is at least seven million (7,000,000). [Washington Star, November 6, 1970] The United States Census Bureau in its February, 1971, partial census estimated that 86% of all Mexican-Americans reside in the Southwest, with the vast majority concentrated in Texas and California.

In both Texas and California the number of Mexican-Americans exceeds the number of blacks. Moreover, the number of Mexican-Americans in California exceeds the number of blacks even in New York, the State with the largest number of blacks in the nation. (According to the 1970 Census there are 2,100,000 blacks in New York, and based on the Mexican-American Population Commission's Official Census Report, the Mexican-American population in California is 2,980,000.)

The Mexican-American, particularly in the Southwest, has been ignored as a political force until fairly recently. In 1970, Senator Yarborough was defeated in the primary partially because he failed to generate Mexican-American support. Senator Murphy's defeat in the 1970 general election was partially due to Mexican-American hostility to his grower-orientation and his alleged indifference to the plight of the farm worker.

This monograph is believed to be the first effort to analyze the significance of the Mexican-American vote on the Electoral College and its impact on Presidential Elections.

As set forth in Table I, it is the thesis of this monograph, based on an analysis of 1960 and 1968 Presidential Elections, that Mexican-Americans could hold the balance of power in four states with a total electoral vote of 101. These four states are: California (45 electoral votes), Texas (26 electoral votes), Illinois (26 electoral votes), and New Mexico (4 electoral votes). Some politicians have suggested that the impact of the Mexican-American vote in Texas, for example, could exceed Mayor Daley's impact on Illinois.

MEXICAN-AMERICANS HOLD THE BALANCE OF POWER IN 4 STATES

TABLE I

<u>STATES</u>	<u>ELECTORAL VOTE</u>	<u>REPUBLICAN OR DEMOCRATIC MARGIN OF VICTORY IN '60&amp;'68(2)</u>		<u># OF ELIGIBLE MEXICAN AMERICAN VOTERS IN '72 (4)</u>	<u>MEXICAN-AMERICAN MULTIPLE FACTOR (1)</u>	<u>TOTAL MEXICAN-AMERICAN POPULATION</u>
		<u>1960</u>	<u>1968</u>			
California	45	35 thousand(R)	223 thousand(R)	1,788,000	51	2,980,000
Illinois	26	9 " (D)	135 " (R)	166,000	18	275,000
New Mexico	4	2 " (D)	39 " (R)	177,000	88	295,000
Texas	26	46 " (D)	39 " (D)	1,357,000	35	2,250,000
Colorado (5)	7	71 " (R)	74 " (R)	145,000	2	243,000

(1) The Mexican-American Multiple Factor relates to the number of times the potential Mexican-American vote is greater than the difference in election results in either the 1960 or 1968 Presidential Election, using the election with the closest result. Thus, if the Mexican-American vote is 100,000 and the difference in an election between the two top candidates is 20,000, the Multiple Factor is five  $\left(\frac{100,000}{20,000} = 5\right)$ . For example, the Multiple Factor in Texas is 35. That is, the potential eligible Mexican-American voters are 35 times greater than the difference between the Republican and Democratic candidates' votes in 1968  $\left(\frac{1,357,000 \text{ Mexican-American votes}}{39,000 \text{ vote differential}} = 35\right)$ .

(2) Statistics on the differential are from the New York Times Encyclopedic Almanac 1971, and the 1971 World Almanac (published by Newspaper Enterprise Association, Inc.)

(3) President Nixon's Cabinet Committee on Opportunity for the Spanish Speaking stated that there is a minimum of seven million Mexican-Americans in the United States. According to the partial Census Bureau statistics of February, 1971, 86% of all Mexican-Americans reside in the Southwest. In April, 1971, the Mexican-American Population Commission issued its Official Census Report showing that the Mexican-American population as of October, 1970, in California was 2,980,000 (overall Spanish-surnamed population in California was 3,140,000). The Mexican-American Population Commission included among its Commissioners the Vice-Chairman of the [President's] "Commission on Population and the American Future." Input into this monograph included information from the United States

Labor Department, We The Mexican-Americans and the President's Vice-Chairman of the Commission on Population and the American Future. Some statistics were secured from prominent legislators who relied on such statistics as Labor Department work force studies, the February 1971 Census Bureau Report, and Spanish-surnamed statistics in the public schools.

) As a result of the 18 year old vote, it is estimated that as much as 67% of the nation's population will be potentially eligible to vote in 1972. Because Mexican-Americans have tended in the past to vote at a lower rate than the general population and because the number of Mexican-Americans under 18 is somewhat larger than for the population as a whole, the number of Mexican-Americans eligible to vote was reduced by 10% in order to provide a conservative estimate of potential voters. However, the 1970 Voting Rights Act's elimination of literacy requirements for voting and the increasing interest in voting by the young Mexican-Americans, may offset this; and, thus the number of potential eligible voters may be underestimated.

) Based upon past elections, the Mexican-American vote in Colorado, in the absence of other factors, is not likely to have any significant impact since it is less than twice the differential in either the '60 or '68 elections.

## CALIFORNIA

According to the 1970 Census, California, with 45 electoral votes, has a population of 19,953,134 persons. The number of Mexican-Americans, according to the Mexican-American Population Commission Official Census Report, as of October, 1970, was 2,980,000 or 14.9% of California's overall population. This statistic on the Mexican-American population was believed to be a slight underestimate by the U.S. Civil Rights Commission.

The Mexican-American Population Commission's Official Census Report shows that in the nation's most populous county, Los Angeles County, which has a population of approximately 7 million, Mexican-Americans constitute almost one in every five persons (18.2% of the county's residents). This Census Report projects, based on recent population growths, that the Mexican-American population of Los Angeles County will be 21.1% by 1975. (For example, California State Department of Education statistics show that as of October 1970, 23.7% of all kindergarten and first grade students in Los Angeles County Schools were Spanish surnamed.)

The number of potential eligible voters in 1972 is conservatively estimated to be 1,788,000 (see footnote 4, supra). Assuming a 50% turnout,<sup>(6)</sup> the number of Mexican-American voters would be 894,000 or 25 times greater than the difference between the Republican and Democratic presidential votes in the 1960 election  $\left( \frac{894,000}{35,000} = 25 \right)$ .

Thus, a shift of even 5% in the Mexican-American vote could affect the outcome.

(6) The 50% Mexican-American figure is approximately 40% less than the Presidential turnout for Anglos; and even if the Mexican-American voter turnout is as low as 33% of eligible voters, the Mexican-American would have an impact on the elections in California, Texas, Illinois & New Mexico. For example, in California if there was only a 33% voter turnout, a shift of 7%, instead of 5%, would be necessary to affect a Presidential Election.

ILLINOIS

According to the 1970 Census, Illinois, with 26 electoral votes, has a population of 11,114,000 persons.

The number of potential eligible voters in 1972 is estimated to be 166,000. Assuming a 50% Mexican-American voter turnout, the number of Mexican-American voters (83,000) exceeds the vote difference in the 1960 election between the Republican and Democratic candidates by more than 9 times  $\left( \frac{83,000}{9,000} = 9 \right)$ .

Thus, a shift of 11% in the Mexican-American vote could affect the direction of Illinois' 26 electoral votes.

## NEW MEXICO

According to the 1970 Census, New Mexico, with 4 electoral votes, has a population of 1,016,000 persons. It has the only Mexican-American U.S. Senator and has the highest percentage of Mexican-Americans of any state (29%).

The number of potential eligible voters in 1972 is conservatively estimated to be 177,000. Assuming a 50% Mexican-American voter turnout, the number of Mexican-American voters (88,000) exceeds the vote difference in the 1960 election between the Republican and Democratic candidates by 44 times  $\left( \frac{88,000}{2,000} = 44 \right)$ .

Thus, a shift of only 3% in the Mexican-American vote could affect the outcome in New Mexico.

## TEXAS

According to the 1970 Census, Texas, with 26 electoral votes, has a population of 11,196,000.

The number of potential eligible voters in 1972 is conservatively estimated to be 1,357,000. Assuming a 50% Mexican-American voter turnout, the number of Mexican-American voters (678,000) exceeds the vote difference in the 1968 Presidential Election between the Republican and Democratic candidates by 17 times  $\left( \frac{678,000}{39,000} = 17 \right)$ .

Thus, a shift of 6% in the Mexican-American vote could have altered the 1968 Presidential Election and a shift of 7% could have altered the 1960 election, which was decided by only 46,000 votes.

COLORADO

According to the 1970 Census, Colorado, with 7 electoral votes, has a population of 2,207,000.

The number of potential eligible voters in 1972 is 145,000.

Assuming a 50% turnout (72,000), the Mexican-American vote is twice the differential between the Republican and Democratic candidates in both 1960 and 1968. It would therefore require a shift of 50% in the Mexican-American vote to affect the outcome in Colorado, based upon 1960 or 1968 patterns. This appears to be quite unlikely.

## ARIZONA

According to the 1970 Census, Arizona, with 6 electoral votes, has a population of 1,772,000.

The Mexican-American population of Arizona is approximately 264,000, according to the Vice-Chairman of the [President's] Commission on Population and the American Future. It is conservatively estimated that the number of eligible potential Mexican-American voters is 159,000. Assuming 50% of the eligible voters actually vote, this would mean approximately 79,500 Mexican-American voters. This would generally not be sufficient to influence the outcome of any Presidential Election in Arizona.

## MICHIGAN

According to the 1970 Census, Michigan, with 21 electoral votes, has a population of 8,875,000. According to the Vice-Chairman of the [President's] Commission on Population and the American Future, Michigan has an estimated 100,000 Mexican-Americans. It is conservatively estimated that there are approximately 66,000 potential eligible Mexican-American voters. Assuming 50% actually vote, the number of Mexican-American voters (33,000) is not sufficient to influence the outcome in Michigan, according to 1960 and 1968 voting patterns. (In the 1960 election, for example, the difference between the two leading Presidential candidates was almost 67,000 votes.)

#### OTHER STATES

According to the 1970 publication We the Mexican-Americans (published by the U.S. Department of Commerce/Bureau of the Census, text by Graciela Olivarez, Esq.), there are Mexican-Americans in all 50 states. However, based upon past voting patterns, the number in the remaining states is unlikely, according to recent past election patterns, to influence the outcome in any state to any significant degree.

According to the February 1971 Census Report on Spanish-surnamed individuals, there are almost 2 million Puerto Ricans residing in the United States. Since Puerto Rican problems are often parallel to those of the Mexican-American (Spanish language, rural backgrounds, high unemployment, poor housing, police brutality, and migrancy), it is possible that Puerto Rican voting patterns may run parallel to those of Mexican-Americans. The primary impact of such a parallel voting pattern would be on New York's 41 electoral votes. (The number of Puerto Rican voters in New York State exceeds the differential between the Republican and Democratic Presidential candidates in the 1968 election.)

CONCLUSION: "A MEXICAN-AMERICAN STRATEGY"

Mexican-Americans are the second largest identifiable minority in this nation and the second largest potential voting block. More than 5 million Mexican-Americans reside in Texas and California alone.

Based on 1960 and 1968 Presidential Election patterns, a shift of even 6% in the Mexican-American vote could affect the elections in California, Illinois, New Mexico, and Texas. These states have an aggregate of 101 electoral votes. This is sufficient to have altered either the 1960 or 1968 Presidential elections.

These statistics on the significance of the Mexican-American vote indicate that in 1972 the "Mexican-American Strategy" might become as important as the so-called Southern strategy allegedly was in 1968. Excluding Texas, the remaining ten Southern states<sup>(7)</sup> total electoral vote (104 electoral votes) is virtually identical to the electoral vote in the four "Mexican-American Strategy" states.

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(7) Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, & Virginia.

marik

File  
Poli

THE WHITE HOUSE  
WASHINGTON

August 11, 1971

HIGH PRIORITY

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: GORDON STRACHAN  
FROM: L. HIGBY L  
SUBJECT: Odds and Ends

① I went over to Magruder's last night for dinner and got into a rather lengthy discussion about the whole polling apparatus and what is going to be happening there and in particular, the concept of being able to reach the ambivalent voter or swing voter by identifying him.

An Paper  
on theory

② Do we have any definitive literature on exactly what Magruder is proposing and how he proposes this will be done. I have sat through Marik's conceptualization of these things, and while they seem nice, do we have any hard statistics or proof that something like this can be done?

Re Marik's  
mail memo

③ Also, what's happening on youth now? Reitz is apparently cranking a lot, but so far I haven't seen any proposals for setting up a massive registration drive this Fall or anything else. Is anything happening there? In addition what's happening with Colson's great youth program. As you know, this was sent back to Colson to be reworked; so far we haven't seen anything.

BAK  
SUC  
RK

On a different subject, you will recall that Gallup just ran some polls about prosperity and the likelihood of war, and whether or not people thought they would be more prosperous under a Democratic or Republican Administration. This is an interesting point no doubt, but hardly valid, since over half the country or somewhere near that, identifies itself as being Democratic anyway.

④ A more feasible question and one we might want to ask on our next poll (that would be the one done at the end of August) is do people think they would be more prosperous, or is there less chance of war, etc., under Richard Nixon than under Muskie, or Kennedy and Nixon. This way we are getting at the man rather than at the party affiliation, as which you know, gives a biased result.

BAK

We might get some interesting readings here that we might want to go back to Gallup on.

⑤ *CG → check  
12/3/77  
G. 4.11* Speaking of Gallup, what is Rumsfeld doing in terms of talking to the Gallup organization. As you will recall, he was going to visit them and try and turn them around on a couple of issues. Has anything been done here?

⑥ *H  
note  
Ese* Also, Benham was going to be talking to them. Has anything been done here? If not, you may want to tell Benham that we are going to ask Derge to talk to them.

⑦ Just so there is no further misunderstanding, you should be out of your office whenever it is advantageous. Get out and mix with the people who are doing the work in all these different areas, since that is the only way we can stay plugged into what is really hapening, rather than being spoon fed reports that let us know only what they want us to know.

⑧ *no  
Flaming* My concern is that you stayed very well plugged not only in the polling area, but all political areas. Has Mitchell held another political meeting yet? We probably should begin to take a hard look at what is happening politically.

Also, will you check Jay Wilkinson to see whether or not he ever received his 1,500 bucks or whatever the amount of money was that he needed. *yes 8/11*

⑨ *and* Also, when we get together this afternoon or tomorrow at the latest, let's discuss the whole intelligence operation, not in terms of your writing any formal paper, but just an analysis of what is being developed here.

⑩ ? Finally, we've got to develop a better method for you to keep plugged in with Haldeman. The weekly report is a good step in this direction, but there should be other items too.