

Richard Nixon Presidential Library
 Contested Materials Collection
 Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
38	4	9/18/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to MacGregor RE: changing campaign strategy as a result of the third wave of polling. 3 pgs.
38	4	9/25/1972	<input type="checkbox"/>	Campaign	Memo	From Moore to Haldeman RE: enthusiasm in the campaign. Handwritten note added by Haldeman. 1 pg.
38	4	9/25/1972	<input type="checkbox"/>	Campaign	Memo	From Odle to Strachan RE: campaign flag lapel pins. Handwritten note added by Higby. 1 pg.
38	4	9/15/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to MacGregor RE: distributing pins displaying the American flag for the campaign. Handwritten note added by unknown. 2 pgs.
38	4	9/15/1972	<input type="checkbox"/>	Campaign	Memo	From MacGregor to "the staff" RE: use of flag pins similar to RN's for campaign employees. 1 pg.
38	4	9/15/1972	<input type="checkbox"/>	Campaign	Memo	From MacGregor to presidential surrogates RE: the campaign flag pin project. 1 pg.
38	4	9/15/1972	<input type="checkbox"/>	Campaign	Memo	From MacGregor to Dailey RE: flag pins for the latter's staff. 1 pg.
38	4	9/15/1972	<input type="checkbox"/>	Campaign	Memo	From MacGregor to state chairmen RE: the use of flag pins in the campaign. 1 pg.
38	4	9/15/1972	<input type="checkbox"/>	Campaign	Memo	From MacGregor to "Voter Block and Citizen's Committee Chairmen" RE: American flag pins in the campaign. 1 pg.

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38	4	9/15/1972	<input type="checkbox"/>	Campaign	Memo	From MacGregor to Pat Hutar RE: the use of campaign flag pins by volunteers across the country. 1 pg.
38	4	9/15/1972	<input type="checkbox"/>	Campaign	Memo	From MacGregor to Rietz RE: campaign flag pins for the latter and campaign youths. 1 pg.
38	4	9/15/1972	<input type="checkbox"/>	Campaign	Memo	From MacGregor to the advance staff RE: the use of American flag lapel pins similar to RN's during the campaign. 1 pg.
38	4		<input checked="" type="checkbox"/>	Campaign	Memo	From Bull to Strachan RE: gifts for campaign delegates. 1 pg.
38	4	9/12/1972	<input type="checkbox"/>	Campaign	Memo	From Bull to Strachan RE: the exclusivity of gifts for campaign dleegates at the Republican National Convention. 1 pg.
38	4	9/21/1972	<input type="checkbox"/>	Campaign	Memo	From Foust, through Magruder, to MacGregor RE: problems with gifts given to delegates at the Republican National Convention. 2 pgs.
38	4	9/25/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Chapin RE: a "sandwich project." Handwritten note added by unknown. 1 pg.
38	4	9/16/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to RN RE: a preliminary report on the Canvass Kick Off. 3 pgs.
38	4	9/20/1972	<input type="checkbox"/>	Campaign	Memo	From Reisner to Strachan RE: the use of Ambassador Kenneth Keating and Senator Thomas Kuchel in the campaign. 1 pg.
38	4	9/14/1972	<input type="checkbox"/>	Campaign	Memo	From Haldeman to MacGregor RE: Keating and Kuchel's roles in RN's campaign. 1 pg.

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38	4	9/18/1972	<input type="checkbox"/>	Campaign	Memo	From "L" to "H" RE: attached information. Handwritten note added by Haldeman. 1 pg.
38	4	9/4/1972	<input type="checkbox"/>	Campaign	Newspaper	"The Plain Dealer" article titled "Sightless Black Student Goes Over to McGovern." 2 pgs.
38	4	9/18/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to MacGregor RE: using prominent financial officials in New York City as secret campaign workers. 1 pg.
38	4	9/20/1972	<input type="checkbox"/>	Campaign	Memo	From Dent to RN RE: the logistics of state primaries held on September 19, 1972. Duplicate attached. 4 pgs.
38	4	9/11/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to MacGregor RE: kits to decorate storefront headquarters. Handwritten notes added by MacGregor and Malek. 1 pg.
38	4	9/8/1972	<input type="checkbox"/>	Campaign	Memo	From Lewis Dale to Malek RE: the use of Headquarters Kits in various states. Distribution chart of kits to the states attached. 3 pgs.
38	4		<input checked="" type="checkbox"/>	Campaign	Memo	From Strachan to Higby RE: attached information. 1 pg.
38	4	9/20/1972	<input type="checkbox"/>	Campaign	Memo	From Dent to RN RE: the logistics of state primaries held on September 19, 1972. 2 pgs.
38	4		<input checked="" type="checkbox"/>	Campaign	Memo	From Strachan to Higby RE: Magruder's response to a memo. Note from Magruder attached. 2 pgs.
38	4	9/6/1972	<input type="checkbox"/>	Campaign	Memo	From Frank Herringer to Haldeman RE: discovering the source of information used in an Evans and Novak campaign column. 3 pgs.

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38	4	9/19/1972	<input checked="" type="checkbox"/>	Campaign	Memo	Memo from Strachan to Haldeman RE: an attached project. Note from "P" to Higby on same subject attached to page. 1 pg.
38	4	9/19/1972	<input checked="" type="checkbox"/>	Campaign	Memo	From Failor, through Magruder, to MacGregor RE: the use of RN's campaign advantages over McGovern in various Senate races. Form letter and press releases attached. 7 pgs.
38	4	9/9/1972	<input checked="" type="checkbox"/>	Campaign	Memo	From Failor to unspecified recipient RE: suggested campaign press releases. Releases attached. 4 pgs.
38	4	9/14/1972	<input checked="" type="checkbox"/>	Campaign	Memo	From Failor to unspecified recipient RE: more campaign releases. 4 pgs.
38	4	9/13/1972	<input checked="" type="checkbox"/>	Campaign	Letter	From Norman M. Parr to Failor RE: the quality of the latter's press releases. 1 pg.
38	4	9/11/1972	<input checked="" type="checkbox"/>	Campaign	Letter	From Richard Mastain to Failor RE: the usefulness of the latter's press releases. 1 pg.
38	4	9/10/1972	<input type="checkbox"/>	Campaign	Letter	From unknown to Barbara Higgins RE: an opponent's anti-RN statements. 1 pg.
38	4	9/13/1972	<input checked="" type="checkbox"/>	Campaign	Letter	From Dick Leggitt to Failor RE: thanks for the latter's helpful press releases. 1 pg.
38	4	9/12/1972	<input checked="" type="checkbox"/>	Campaign	Letter	From E.G. Shuster to Failor RE: Failor's press releases. 1 pg.
38	4	9/11/1972	<input checked="" type="checkbox"/>	Campaign	Memo	From Richard O. Funsch to Failor RE: thanks for the press releases. 1 pg.
38	4	9/18/1972	<input checked="" type="checkbox"/>	Campaign	Other Document	September 14, 1972 press release from Kaelin for Congress Headquarters. 4 pgs.

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38	4	9/15/1972	<input type="checkbox"/>	Campaign	Newspaper	"The Courier-Journal" article titled "Kaelin accuses Mazzoli of hospital fund failure" authored by Bill Billiter. 1 pg.
38	4	9/18/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to MacGregor RE: using prominent financial officials in New York City as secret campaign workers. 1 pg.
38	4	9/21/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: attached information sent out by MacGregor. 1 pg.
38	4	9/21/1972	<input type="checkbox"/>	Campaign	Memo	From MacGregor and Reisner to Strachan RE: information sent out to the editors of one hundred national publications. Form letter criticizing a McGovern statement attached. 2 pgs.
38	4	9/18/1972	<input type="checkbox"/>	Campaign	Memo	From Chapin to Haldeman and Ehrlichman RE: plans for "Operation Sandwich" during the week of September 17. 4 pgs.
38	4	9/13/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Higby RE: an attached newspaper article. Handwritten note added by unknown. 1 pg.
38	4	8/20/1972	<input type="checkbox"/>	Campaign	Newspaper	A Baltimore "Sun" article titled "U.S. Arabs endorse McGovern." Handwritten note added by Higby. 1 pg.
38	4	9/15/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to MacGregor RE: campaign flag lapel pins. Handwritten note added by "Fred." Memos explaining the use of the pins from MacGregor to various campaign officials attached. 10 pgs.
38	4	9/21/1972	<input type="checkbox"/>	Campaign	Memo	Strategy Memorandum from Haldeman discussing the use of flag lapel pins in the campaign as a positive tool. 1 pg.

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38	4	9/21/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: campaign advice obtained from Billy Graham during a phone call. 2 pgs.
38	4	9/21/1972	<input type="checkbox"/>	Campaign	Memo	From Haldeman to Colson RE: the roles of the Vice President and surrogates in the campaign. 2 pgs.
38	4	9/21/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to MacGregor reporting on the Canvass Kick Off across the nation. List of sample press clippings, along with newspaper articles themselves, attached. 22 pgs.
38	4	9/25/1972	<input type="checkbox"/>	Campaign	Memo	From Haldeman to Rietz RE: an analysis of the youth vote in the 1972 election. 1 pg.
38	4	9/25/1972	<input type="checkbox"/>	Campaign	Memo	From Haldeman to Colson RE: using MacGregor and Dole to criticize McGovern for a recent statement. 1 pg.
38	4	9/21/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to MacGregor reporting on the Canvass Kick Off across the nation. List of sample press clippings, along with newspaper articles themselves, attached. 22 pgs.
38	4	9/26/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: a summary of Malek's most recent field report. 2 pgs.
38	4	9/22/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to MacGregor RE: the field's organization's progress over the last six weeks. List of campaign workshops in states and campaign chart attached. 11 pgs.
38	4	9/26/1972	<input type="checkbox"/>	Campaign	Other Document	Handwritten notes relating to campaign information from Chapin, particularly pertaining to Ronald Reagan. 1 pg.

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38	4	9/22/1972	<input type="checkbox"/>	Campaign	Memo	From Anthony M. McDonald, Jr., through Magruder, to MacGregor RE: the script for a Victory '72 telecast. Script and map of location for proposed broadcast attached. 5 pgs.
38	4	9/26/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: problems with the distribution of campaign materials. 2 pgs.
38	4	9/25/1972	<input type="checkbox"/>	Campaign	Memo	From Dale to Malek and Magruder RE: getting state chairmen to distribute their campaign materials. 2 pgs.
38	4		<input checked="" type="checkbox"/>	Campaign	Other Document	List of allocations of campaign materials distributed to the states. 2 pgs.
38	4		<input checked="" type="checkbox"/>	Campaign	Other Document	List of campaign material orders shipped to the states. 2 pgs.
38	4	9/23/1972	<input type="checkbox"/>	Campaign	Memo	From Dale to State Materials Chairmen RE: backordered campaign materials and policies related to this problem. 1 pg.
38	4		<input checked="" type="checkbox"/>	Campaign	Other Document	Chart displaying amount of campaign materials distributed to the states between September 14 and September 22, 1972. Duplicate attached. 6 pgs.
38	4		<input checked="" type="checkbox"/>	Campaign	Other Document	Chart displaying amount of campaign materials distributed to the states between September 8 and September 15, 1972. 3 pgs.
38	4		<input checked="" type="checkbox"/>	Campaign	Photograph	Chart displaying amount of campaign materials distributed to the states between September 8 and September 14, 1972. 2 pgs.

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38	4	9/19/1972	<input type="checkbox"/>	Campaign	Memo	From Rose Mary Woods to Haldeman RE: problems with the distribution of campaign materials. 1 pg.
38	4	9/7/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to Malek RE: campaign bumper stickers. Handwritten notes added by Higby. 1 pg.
38	4	9/5/1972	<input type="checkbox"/>	Campaign	Memo	From Magruder to Malek laying out the resolutions reached at a meeting on campaign materials. Handwritten note added by Higby. 1 pg.
38	4	9/22/1972	<input type="checkbox"/>	Campaign	Other Document	Handwritten notes reporting on information related to campaign materials problems obtained from Malek. 1 pg.
38	4	8/31/1972	<input type="checkbox"/>	Campaign	Memo	From Reisner to Magruder RE: follow-up reports on the distribution of campaign materials. Handwritten note added by unknown. 1 pg.
38	4	8/31/1972	<input type="checkbox"/>	Campaign	Memo	From Reisner to Bruce Miller RE: keeping track of campaign materials. 1 pg.
38	4	4/13/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan for "Follow Up" RE: keeping track of "campaign junk." Handwritten notes added by unknown. 1 pg.
38	4	9/6/1972	<input type="checkbox"/>	Campaign	Memo	From Higby to Magruder and Malek RE: new campaign bumper stickers. 1 pg.
38	4	9/25/1972	<input type="checkbox"/>	Campaign	Memo	From Moore to Haldeman RE: substituting the phrase "Democrats for America" in place of "Democrats for Nixon." Handwritten notes added by Haldeman. 1 pg.

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38	4		<input checked="" type="checkbox"/>	Campaign	Other Document	Resolution supporting RN drafted by Young Democrats for Nixon, which praises RN's foreign policy. Handwritten notes added by unknown. 2 pgs.
38	4	9/28/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: Malek's thoughts on campaign materials. 1 pg.
38	4	9/28/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: problems with Jock Whitney and a Douglas Home Dinner. 1 pg.
38	4	9/28/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Haldeman RE: a McGovern attack ad. Script for advertisement attached. 4 pgs.
38	4	9/19/1972	<input type="checkbox"/>	Campaign	Memo	From John Scali to Colson and Haldeman RE: notes from Dan Rather and how to combat McGovern's attacks on RN. Handwritten notes added by Haldeman. 3 pgs.
38	4		<input checked="" type="checkbox"/>	Campaign	Memo	From Strachan to Higby RE: attached information on college campaigning. 1 pg.
38	4	9/22/1972	<input type="checkbox"/>	Campaign	Memo	From Malek to MacGregor and Haldeman RE: memos on college campaigning. 1 pg.
38	4	9/17/1972	<input type="checkbox"/>	Campaign	Memo	From George Gorton to Rietz RE: the lack of McGovern college campaigning and the successes of the Committee for the Re-election of the President in this area. 1 pg.
38	4	9/18/1972	<input type="checkbox"/>	Campaign	Memo	From Gorton to Senator Bill Brock RE: information on college campus locations of the Young Voters for the President. List of such schools attached. Handwritten notes added by Haldeman. 3 pgs.

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38	4		<input checked="" type="checkbox"/>	Campaign	Memo	From Strachan to Higby RE: attached information involving a book. 1 pg.
38	4	9/19/1972	<input type="checkbox"/>	Campaign	Memo	From Colson to Safire RE: Tom Eagleton's efforts to publish a book before the election. Handwritten notes added by Higby and multiple unidentified individuals. 1 pg.
38	4	9/27/1972	<input type="checkbox"/>	Campaign	Memo	From Art Amolsch to Edward D. Failor and Albert E. Abrahams reporting on McGovern's visit to Los Angeles. Handwritten note added by Higby. 2 pgs.
38	4	9/27/1972	<input type="checkbox"/>	Campaign	Memo	From Strachan to Colson RE: information in an attached document discussing an advertisement criticizing RN. Handwritten note added by unknown. 2 pgs.

TO
H
1/26

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 18, 1972

CONFIDENTIAL

MEMORANDUM FOR: CLARK MAC GREGOR

FROM: JEB S. MAGRUDER

SUBJECT: Campaign Strategy in the Light
of Third Wave Polling Results

The results of the third wave of polling indicate a firm base of support for the President. Beyond that, they show a continued erosion in the voters' confidence of McGovern's ability to measure up to the job of President. Based on the new data, several strategy recommendations are presented below. All recommendations contemplate no change in overall budget.

General Advertising: Because the President shows substantial strength in all major states, it is recommended that a higher proportion of the advertising budget be directed toward national network exposure. An increase of \$800,000 would raise the national budget to its maximum level of \$3,500,000 for the remainder of the campaign. The previously planned level of activity in local media markets should be maintained in California, New York, Michigan, Missouri and Wisconsin. The \$800,000 should be made available by a proportional reduction in the local media market activity in the following states: Illinois, Ohio, Texas, Pennsylvania, New Jersey, Maryland and Connecticut. In addition, some local advertising would be beneficial in Minnesota, Massachusetts, Washington, Oregon and West Virginia, where the President is running well, but other elements of the campaign have not been well established. Funds for these latter states would be made available by a slight further reduction in the seven states mentioned earlier.

RECOMMENDATION:

That you approve the adjustments to the general advertising strategy as outlined above.

Approve X Disapprove _____ Comment _____

~~CONFIDENTIAL~~

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Democrats for Nixon: The full program of Democrats for Nixon media advertising is scheduled to start the week of September 25 in local media markets of the ten priority states. The first week will be devoted to defense. Present plans contemplate activity every other week, using the subjects of welfare and credibility in subsequent series. Because McGovern's continuing tailspin in the polls is perceived to be due to the public's low image of him as a potential President, we feel that the Democrats for Nixon advertising presents the best vehicle for reinforcing that trend. Further, if McGovern is beginning to have some success in the re-uniting of the factions of the Democratic Party, Democratic criticism is the most effective counter-measure. Therefore, it is proposed that the plan be amended to take the advertising on to national television starting the week of September 25. Rather than alternate week exposure, it should be reinforced every week for the final six weeks of the campaign. The sequence would be defense, welfare, credibility, and then repeat that cycle again in the final three weeks. After the week of September 25th, no newspaper advertising would be recommended until the final two weeks of the campaign, and then only in states which are thought to be close.

RECOMMENDATION:

That you approve the changes in the Democrats for Nixon media plan as outlined above.

Approve X Disapprove _____ Comments _____

Surrogates: The schedule of surrogates appearances should be adjusted in the same manner as the general advertising strategy outlined in the beginning of this memo. Appearances should be kept to the original plan in the states of California, New York, Michigan, Missouri and Wisconsin. They should be reduced in Illinois, Ohio, Texas, Pennsylvania, New Jersey, Maryland and Connecticut. They should be increased somewhat in Minnesota, Massachusetts, Washington, Oregon and West Virginia.

RECOMMENDATION:

That you approve the changes in the Surrogate plan as outlined above.

Approve X Disapprove _____ Comments _____

CONFIDENTIAL

CONFIDENTIAL

- 3 -

Other Campaign Activities: The field-oriented campaign activities such as door-to-door canvassing, telephone canvassing and the related direct mail program, follow fairly long lead time schedules and cannot be changed as readily in response to updated polling results. A second mailing to selected target groups of Democratic voters had been cancelled earlier as a result of the recent \$500,000 reduction in the direct mail budget. In addition, some or all of the currently planned "Get Out The Vote" telegram-letters for the ten priority states can be cancelled as late as October 12. Otherwise, it is our recommendation that these programs not be curtailed in any way, but retain their top priority of contacting as many voters as possible. Similarly, for the sake of effectiveness and overall morale, other parts of the campaign organization should not in any way let up on the implementation of their programs. It is only in this manner that we can insure that we will not fall victim to the same type of grass roots blitz that McGovern used so successfully on his opponents in the Democratic Primaries.

RECOMMENDATION:

That you concur with the policy of no curtailment at the present time of the other campaign programs discussed above.

Approve X Disapprove _____ Comments _____

CONFIDENTIAL

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

September 25, 1972

Colson
Absolutely
right.

MEMORANDUM FOR H. R. HALDEMAN

FROM: DICK MOORE

SUBJECT: E. Q. - Enthusiasm Quotient *m*

H

On the first day of the campaign in 1968, the size of the Chicago crowd gave us the benefit of the "crowd issue" from that day forward. In the same way, I think the Texas trip can give us command of the "enthusiasm issue".

At Laredo, Rio Grande and San Antonio, several of us felt that there was indeed a new spontaneity and personal fervor toward RN and the interesting fact is that the media apparently noted the same thing. Even the Boston Globe had a front page story and headline on this point, and CBS Radio said "It's one thing to draw big crowds, but another thing to turn them on".

All I am suggesting is that the Texas trip will make the press responsive to the proposition that there is a new E. Q. going for the President, and all of us should make this point as often as we can.

Incidentally, the term E. Q. has been credited to Clark MacGregor, which may be alright, but it was first coined by RN in 1968 at a dinner for Citizens For Nixon in Indianapolis.

Committee for the Re-election of the President

MEMORANDUM

September 25, 1972

MEMORANDUM FOR: ~~MR. GORDON C. STRACHAN~~

FROM: ROBERT C. ODLE, JR.

Last week we distributed 10,000 American flag lapel pins. We paid 35 cents per pin and purchased them from His Lordship, Inc., in New York, the same firm that supplies Presidential jewelry to Lucy Ferguson.

Distribution was as follows:

- .. 400 to Bruce Kehrlie for the White House Staff.
- .. 400 to Dwight Chapin for use on The Spirit of '76.
- .. 600 to the staff and volunteer staff at 1701/1730.
- .. 200 to the November Group staff in New York.
- .. 600 to Lewis Dale for our Nixon state chairmen.
- .. 200 to Pat Hutar for her volunteers operation.
- .. 400 to the voter blocs.
- .. 400 to Young Voters for the President.
- .. 600 to Bart Porter for the surrogates.
- .. 600 to Barry Mountain for RNC staff and volunteers.
- .. 4000 to Bill Moeller for use by Presidential and 1701 advancement.
- .. The balance to Lewis Dale for fulfillment of additional requests.

cc: Mr. Jeb S. Magruder

They should be away then & passing them out.

Jeb
What ever happened to H the little story we were getting out on this whole idea. Please give me a call —
L.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

September 15, 1972

MEMORANDUM

MEMORANDUM FOR: CLARK MacGREGOR
 FROM: JEB S. MAGRUDER
 SUBJECT: Distribution of Lapel Pins

*Great!
 something got
 done.
 Where's my
 supply?
 pins
 WH
 Staff
 memo*

An idea has come up for gaining increased use of the American flag lapel pin worn by the President. The thought being that the presence of this particular pin signifies, more than anything, the bond we all share in our endeavor to re-elect the President. Thus, in order to gain wider distribution of this pin, our thought is to:

1. Issue pins to all 1701/1730 and November Group staff, (volunteers included), with a cover memo from you.

APPROVE X DISAPPROVE _____

2. Provide all surrogates with pins for their own use as well as a supply of pins for distribution to their staffs and at their speaking locations. Again, these will go out with a note from you.

APPROVE X DISAPPROVE _____

3. Provide all State Chairmen with a pin for their use and a supply of pins for distribution to their staff and in their area. Your letter would accompany the pins.

APPROVE X DISAPPROVE _____

4. Issue pins to all voter block and citizen's committee heads for distribution to their membership. This distribution will include Ken Rietz and his corps of young folks who in turn can hand out pins during their "Bumper Blitz", as well as Pat Hutar and her legion of volunteers.

APPROVE X DISAPPROVE _____

*S → Levine
 9/19
 S → Miller
 9/19*

5. Provide each advancement here at the Committee, as well as Ron Walker's office, with a full supply of pins to distribute as they move across the country.

APPROVE X DISAPPROVE

We would also order pins for the White House Staff (in conjunction with Bruce Kehrli) as well as for guests and staff of the Spirit of '76 (in conjunction with Dwight Chapin).

APPROVE X DISAPPROVE

Attached are memoranda for your signature which will be used for distribution to the groups noted above.

One last thought: If you agree with the basic idea outlined above, this may make a good news item and I'll pursue it with Al Abrahams.

COMMENT:

No
L - 9/21
S. Reiner 9/19
S. Miller 9/19

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 15, 1972

MEMORANDUM FOR THE STAFF

FROM: CLARK MacGREGOR

As many of you know, President Nixon always wears an American flag in his lapel as a symbol of his pride in our flag and in our heritage.

The President has asked me to present each member of his campaign staff with a lapel pin similar to his. I have attached one to this memorandum and suggest that you wear it proudly -- as an emblem of your belief in America and its future and as a token of your kinship with the President through this campaign.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 15, 1972

MEMORANDUM FOR: PRESIDENTIAL SURROGATES

FROM: CLARK MacGREGOR

As many of you know, President Nixon always wears an American flag in his lapel as a symbol of his pride in our flag and in our heritage.

The President has asked me to present each member of his campaign staff with a lapel pin similar to his. I have attached one to this memorandum and suggest that you wear it proudly -- as an emblem of your belief in America and its future and as a token of your kinship with the President through this campaign.

I am also enclosing a supply of pins for distribution to your staff and to people you meet in your speaking tours.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 15, 1972

MEMORANDUM FOR: PETER DAILEY
FROM: CLARK MacGREGOR

As you know, President Nixon always wears an American flag in his lapel as a symbol of his pride in our flag and in our heritage.

The President has asked me to present each member of his campaign staff with a lapel pin similar to his. I have attached one to this memorandum and suggest that you wear it proudly -- as an emblem of your belief in America and its future and as a token of your kinship with the President through this campaign.

I am also enclosing a supply of pins for distribution to your staff in New York. Should you need more, contact Lewis Dale at x394.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 15, 1972

MEMORANDUM FOR:

STATE CHAIRMEN

FROM:

CLARK MacGREGOR

As many of you know, President Nixon always wears an American flag in his lapel as a symbol of his pride in our flag and in our heritage.

The President has asked me to present each member of his campaign staff with a lapel pin similar to his. I have attached one to this memorandum and suggest that you wear it proudly -- as an emblem of your belief in America and its future and as a token of your kinship with the President in this campaign.

I am also enclosing a supply of pins for distribution to your staff and those with whom you have contact. Additional pins are available through Lewis Dale at National Headquarters.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 15, 1972

MEMORANDUM FOR: VOTER BLOCK AND CITIZEN'S
COMMITTEE CHAIRMEN

FROM: CLARK MacGREGOR

As many of you know, President Nixon always wears an American flag in his lapel as a symbol of his pride in our flag and in our heritage.

The President has asked me to present each member of his campaign staff with a lapel pin similar to his. I have attached one to this memorandum and suggest that you wear it proudly -- as an emblem of your belief in America and its future and as a token of your kinship with the President through this campaign.

I am also enclosing a supply of pins for distribution to each member of your committee and members of their staff. I would also like you to distribute pins to the audience at events held by your committee. Contact Lewis Dale at 1701 to replenish your supply.

Committee for the Re-election of the President

MEMORANDUM

September 15, 1972

MEMORANDUM FOR:

PAT HUTAR

FROM:

CLARK MacGREGOR

As many of you know, President Nixon always wears an American flag in his lapel as a symbol of his pride in our flag and in our heritage.

The President has asked me to present each member of his campaign staff with a lapel pin similar to his. I have attached one to this memorandum and suggest that you wear it proudly -- as an emblem of your belief in America and its future and as a token of your kinship with the President through this campaign.

I would also like you to distribute pins to our many volunteers across the country. Lewis Dale will ensure your needs are met.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 15, 1972

MEMORANDUM FOR: KEN RIETZ
FROM: CLARK MacGREGOR

As you know, President Nixon always wears an American flag in his lapel as a symbol of his pride in our flag and in our heritage.

The President has asked me to present each member of his campaign staff with a lapel pin similar to his. I have attached one to this memorandum and suggest that you wear it proudly -- as an emblem of your belief in America and its future and as a token of your kinship with the President through this campaign.

I am also having a supply of pins delivered to you for distribution to your legion of young voters as well as to be handed out during your "bumper blitz" program. Lewis Dale can replenish your supply as needed.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 15, 1972

MEMORANDUM FOR: THE ADVANCE STAFF
FROM: CLARK MacGREGOR

As many of you know, President Nixon always wears an American flag in his lapel as a symbol of his pride in our flag and in our heritage.

The President has asked me to present each member of his campaign staff with a lapel pin similar to his. I have attached one to this memorandum and suggest that you wear it proudly -- as an emblem of your belief in America and its future and as a token of your kinship with the President through this campaign.

I am also enclosing a supply of pins for distribution to all with whom you have contact around the country. To replenish your supply contact Lewis Dale at 1701.

MEMORANDUM

(F)

THE WHITE HOUSE
WASHINGTON

ADMINISTRATIVELY
CONFIDENTIAL

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

The memorandum prepared by Foust/Magruder outlining the program for resolving the problem of delegates who did not receive gifts seems fine. However, since you asked for my comments, I still reiterate that the matter of gifts was mishandled since it was the clear understanding that these were gifts for delegates, and no one else. The very fact that staff from 1701 as well as the White House were wandering around Miami wearing the special tie bars just reduced the exclusivity of that trinket in the eyes of the delegates. The matter of shortages is secondary.

Reiser / Foust

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

ADMINISTRATIVELY
CONFIDENTIAL

September 12, 1972

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

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

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

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

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

cc: D. Chapin

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 21, 1972
3:00 p.m.

MEMORANDUM FOR: THE HONORABLE CLARK MACGREGOR

THROUGH: JEB S. MAGRUDER

FROM: JON A. FOUST *Jon Foust*

SUBJECT: Presidential Delegate Gifts
1972 Republican National Convention

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

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

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

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

PAGE 2

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

APPROVE



DISAPPROVE

THE WHITE HOUSE

WASHINGTON

ADMINISTRATIVELY CONFIDENTIAL

September 25, 1972

MEMORANDUM FOR:

DWIGHT CHAPIN

FROM:

GORDON STRACHAN *S*

SUBJECT:

Sandwich

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

Gordo
Depends on situation
- but for Col's sake
keep Chuck in the
dark!
C

Committee for the Re-election of the President

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

September 16, 1972

MEMORANDUM FOR: THE PRESIDENT
FROM: FREDERIC V. MALEK *FMM*
SUBJECT: Preliminary Report on Canvass Kick Off

As you know, the purpose of the Canvass Kick Off was to generate local publicity in fifty major media markets for our door-to-door canvass effort to find your supporters so that they can be turned out on election day. Hopefully, the end product of the day will be major stories in the local media which will generate campaign enthusiasm locally, dignify the role of the volunteer, and assist in our volunteer recruitment efforts. To do this, we sent our strongest surrogates into the field to canvass with the local organizations and limited their exposure to the canvass kick off.

We now have preliminary reports from most of the kick off cities and the results are better than our expectations.

1. We had good canvassing in all fifty cities. The average number of canvassers going door to door was over 200. Most headquarters had a much larger crowd to meet the surrogate than the number of canvassers who actually hit the streets. In summary, we estimate that over 10,000 volunteers canvassed door to door in the fifty cities. They will have visited over 400,000 households and reached over 1,000,000 persons by the end of the day. These figures do not include the turn-out for the many other cities which kicked off their canvasses without the surrogates. While we have no record of past efforts, I expect that today's canvass will surpass any one day canvass ever operated in a Presidential campaign.
2. The crowds were enthusiastic with no exceptions.
3. There was excellent press coverage; with rare exceptions there was at least one TV camera crew and in most cases, two or three. Only Trenton (Rumsfeld) and Houston (Kemp) had no TV coverage. The writing press was well represented.
4. The surrogates seem to have enjoyed themselves; our advancements have yet to report an unhappy surrogate.
5. Many warm human interest type stories came out of the canvass. (I will outline them later.)

6. There were few problems - Senator Taft was fogged in on the Cincinnati runway and was not able to get to Bergen County, New Jersey for the kick off. Senator Cook was rained out in Nashville.
7. The First Family events went well according to our preliminary reports.
 - a. Mrs. Nixon, accompanied by Governor Rockefeller and Senators Javits and Buckley, kicked off the canvass with a crowd of two to three thousand in Queens.
 - b. Julie had a large, enthusiastic crowd in Philadelphia in a lower middle class neighborhood. Some 350 canvassers went door to door with her.
 - c. Tricia also had a good crowd in Columbus, Ohio. She was greeted by 800 to 1,000 people, and approximately 250 canvassers accompanied her. National television covered the event.
8. The canvassing results were most encouraging. For example, in West Roxbury, Massachusetts, we canvassed in Ward 20. This Ward has 23,000 registered Democrats, 2,500 Republicans and 4,000 Independents. Today we found 2,244 of your supporters, 946 for McGovern, and 1,068 Undecided. In addition, we found 254 unregistered voters who support you.

Here are a few episodes which indicate the type of local interest stories the surrogates generated in the neighborhoods:

- a. Senator Scott climbed a ladder to canvass a man repairing his roof in Minneapolis.
- b. A canvasser in Cedar Rapids found one of your distant cousins. (She claimed her grandmother was your grandfather's sister.) She is a registered Democrat but strongly supports you.
- c. A blind lady canvassed in Buffalo with Secretary Peterson.
- d. Clark MacGregor canvassed 20 homes which had not been previously canvassed in Pittsburgh and found 20 supporters. The New York Times reporter could not believe it and went back to the Democrats to see if they had been pre-canvassed. They were emphatic in their denials.
- e. Bob Finch canvassed a man in Albany who was repairing his roof. The man recognized him walking across the street and shouted, "Is that Bob Finch?" Bob replied "Yes, and I'm here to ask for your vote for the President." The man replied, "I have voted for the President since 1952, and I will again in 1972."

- f. Secretary Shultz signed and handed out new one dollar bills to University of Texas students in Austin.
- g. In Oklahoma City, our celebrity, Madeline Rhue (star in Bracken's World), asked a small boy of the "Dennis the Menace" type if he supported the President. The boy replied emphatically that everybody in this house supports the President.

In summary, I consider the day a success. We have successfully kicked off our most important campaign activity and generated enthusiasm in our State campaign organizations. Also, the effort coalesced the campaign team. All 1701 Divisions, the RNC Field Division and the White House Advance Staff worked effectively and harmoniously together as a team.

The coverage on tonight's news and in the Sunday press will indicate if the kick off was a success with the media.

I will have a final report for you next week detailing the canvass results as well as the media coverage.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT



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

September 20, 1972

MEMORANDUM FOR:

~~GORDON STRACHAN~~

H

FROM:

BOB REISNER /R

SUBJECT:

Ambassador Kenneth Keating and
Senator Thomas Kuchel

By way of follow-up, Bart Porter talked to Ambassador Keating on September 19 to arrange to be of service to him in scheduling events in New York, New Jersey, Connecticut and Massachusetts. Previously Mr. MacGregor spoke with the Ambassador in his office and also in New York. As Dwight Chapin knows, the Ambassador was pleased with our offer of assistance and will be supplying Bart with his schedule so that his activities can be coordinated.

On Tom Kuchel, Marvin Collins is working with Lyn Nofziger to find an appropriate way for him to be used in California.

EYES ONLY

September 14, 1972

MEMORANDUM FOR :

CLARK MacGREGOR

FROM :

H. R. HALDEMAN

Nelson Rockefeller raised with the President the fact that Ken Keating would like to serve as a surrogate in our campaign.

The President feels that Keating could be very useful in places such as Philadelphia, etc., outside of New York, as well as in New York State. He can do a good job on the foreign policy issue.

The President wanted to be sure that Keating got a call confirming that he would be added to the list as a surrogate for the campaign. Apparently this is a prestige matter as much as anything else.

Also Tom Kuchel apparently wants to be asked to help in the campaign and should be called by you to request his participation. He can be helpful in California and a lot of liberal areas.

cc: *Dwight Chapin*

HRH:pm

THE WHITE HOUSE
WASHINGTON

Sept. 18, 1972

H

You may want to raise
the attached at the Youth Meeting.

^{L.}
*You must be
kidding!*

Ken AKH / Ken Hanzlik

L

Sightless Black Student Goes Over to McGovern

By Thomas J. Brazaitis

When Reginald C. Anglen announced he would campaign for President Nixon, wire services spread the news to the nation. Anglen—young, black and blind—was a curiosity in the Republican camp.

Yesterday, less than two months after declaring for Nixon, Anglen defected. He walked into George S. McGovern headquarters on Payne Avenue N.E. and said, "I didn't fit in the Republican party."

Anglen's brief love affair with the GOP began two years ago when he wrote an editorial on the state of the nation, entitled "What A Mess," for an antipoverty program newsletter in Columbus.

CURIOSLY, his criticism of Nixon earned him an appointment to the 1970 White House Conference on Children and Youth. Anglen, the only delegate whose invitation was in braille, spent an expenses-paid week in Washington, shook the President's hand and received a tape recording of Nixon's speech.

"We drew up a list of recommendations," Anglen said. "As far as I know, not one has been acted on. It was a disappointment."

Still, Anglen volunteered to campaign for Nixon on the Wilberforce, O., campus of Central State University, where he is a freshman. He said he received two letters from Nixon headquarters, one welcoming him aboard, the other saying campaign officials had not found a Central State student to lead the Nixon forces.

"Personally, I feel they didn't want to tell me the truth," Anglen said.



DIDN'T FIT — Reginald C. Anglen, who campaigned for President Nixon two months ago, yesterday defected to the more "people-minded" camp of U.S. Sen. George S. McGovern.

Plain Dealer Photo

news in braille for his broadcasts.

"When I applied for a radio job in Cleveland, the station said they couldn't hire me because I could fall and hurt myself," Anglen said. "They didn't even give me a chance. They didn't listen to my tapes."

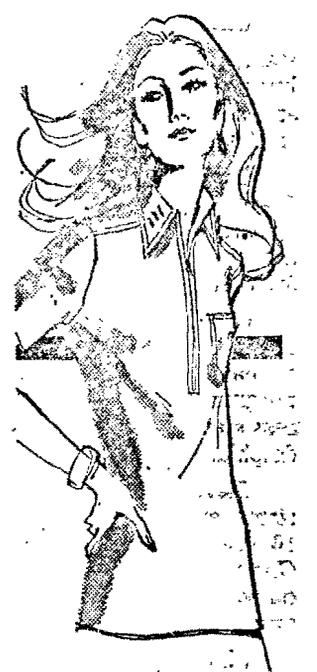
"We need to change atti-

QUALITY
stereo music systems
PIONEER

tudes abe employing the handicapp . . ."

Anglen, who lives with his grandparents, Mr. and Mrs. Albert Walker, 5709 White Avenue N.E., registered to vote yesterday and was assigned to the McGovern campaign team at Central State.

"I feel more comfortable with the Democrats," he said.



Knit Shirt, Only \$7

Our zip-placket tailored shirt with its button-trim collar tops all. Washable 100% polyester doubleknit. Own it in colors to go with everything: white, navy, brown, red and orange. Sizes S, M, L.

Lota Wm
Kelly · Kitt

Shaker Square
Chagrin at Lee, Richmond Mall
Severance Center, Westgate Mall

Cleveland Plain Dealer 9/14/72



PD
FOCUS
FOCUS
FOCUS

George E. Condon

DUNAGIN'S PEOPLE

by Dunagin

New Look at an Old Story

say you have had the vague feeling somebody is looking over your

say that the world seems to be on you? That the pressing you the wall? That genuine novelty find yourself



blame, your government from a inferiority he tible risk. The that someone d out, to him transcript of is news con n Moscow in rry Kissinger the details of treaty.



BUCKLEY

unted seven Kissinger defended relegation of ed States to inferiority on the hat after all we were talking not ideal situation but about the curtain. Kissinger's point was that Union had been going hell-bent egic armament for three years have been coasting, and that we r off more or less freezing the than waking up a year or two to find the Soviet lead drastically

er words, we negotiated from in-

SCANDAL of creeping American riority is easily the best kept se- ne world, notwithstanding that the widely available and have been l by the chiefs of staff and by the Digest, who between them cover out everybody. Fortunately, the well known to a group of senators ight this minute engaged in one of

larger area of ecology. "Our state popula- tion already is enormous, considering available land, and it continues to grow. The wild life of Ohio is seriously affected by the new highways, the new buildings, and the new demands on the environment that these encroachments represent. Hu- man population is the biggest problem and the biggest threat to ecological balance."

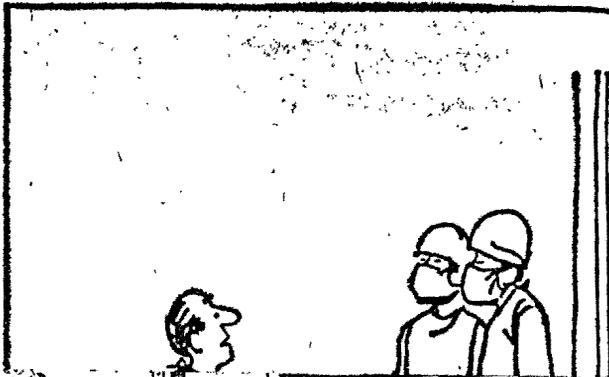
Uni doe doe

the ne th th U s t u f

TEACHERS' MILK
HIGHLAND CREAM
BOTTLED IN POLAR
\$16.93
Convenient new bottle
Shaker Square
Chargin' at Lee, Richmond Mall
Severance Center, Westgate Mall

Jonathan Seaquill
NEW #1 BESTSELLER!
\$4.95
THE MACMILLAN COMPANY
866 Third Avenue, New York 10022
Nobody buys only one copy of JONATHAN SEAQUILL

Pioneer Stereo Music Systems
Shaker Square
Chargin' at Lee, Richmond Mall
Severance Center, Westgate Mall



While he was attending the Ohio State School for the Blind in Columbus, Anglen worked as a news announcer for WRFD radio. He rewrote tape-recorded files."

"Most of all, I would like to see a blind person in the President's Cabinet and in other high government offices."

"We are the minority under the minorities," Anglen said. "Nobody has ever asked us what we want and need. I would like McGovern to investigate agencies for the blind, which get federal money and are not doing the job."

"Not the least of these, in Anglen's mind, is a greater role for the visually handicapped in government."

"We are the minority under the minorities," Anglen said. "Nobody has ever asked us what we want and need. I would like McGovern to investigate agencies for the blind, which get federal money and are not doing the job."

"The Republican are not the issues, concluding: studied the candidates and MEANWHILE, Anglen didn't want to tell me the truth," Anglen said, "People at Central State, a predominantly black college, just weren't interested in working for Nixon. There wasn't anything for me to do there."

"Personally, I feel they didn't want to tell me the truth," Anglen said, "People at Central State, a predominantly black college, just weren't interested in working for Nixon. There wasn't anything for me to do there."

TO
9/19 H

Committee for the Re-election of the President

September 18, 1972

MEMORANDUM

MEMORANDUM FOR: CLARK MacGREGOR
FROM: JEB S. MAGRUDER

As you know, I have been working with Bob Ellsworth and Peter Flanigan in developing a high level committee of top people from the financial community in New York City. This committee would act for the President in the same manner as Democrats for Nixon. When originally discussed, the committee was to be a very small, select committee of only the top names in the New York financial community. As you know, Walter B. Wriston, head of FNCF, had agreed to be Chairman.

The program we had planned for this committee was basically to run a few select ads in appropriate financial publications, and hold several press conferences when appropriate.

Originally, it was felt that McGovern might begin to make some inroads into this community and that this committee could help prevent any erosion. After McGovern's Security Analyst speech, we have found that rather than gaining in this area he is continuing to lose ground.

At the same time, one problem area that still plagues us is our association with "big business" and the "fat cats". Therefore, based on these current considerations and the recent polling data, both Peter Flanigan and I feel that we should not activate this committee at this time, but rather hold it in reserve in case it becomes necessary to use closer to election day.

APPROVE: _____

DISAPPROVE: _____

THE WHITE HOUSE
WASHINGTON

TO
L
9/20

September 20, 1972

MEMORANDUM FOR: THE PRESIDENT
FROM: HARRY GOLDEN (HAG)
SUBJECT: State Primaries Held Sept. 19

Massachusetts:

Governor: No race.

Senate: Brooke unopposed. Middle County D. A. John Droney, "Law and Order" candidate won the Democrat nomination. Brooke is safe.

House:

5th District: Former GOP State Representative Paul Cronin will face Jerry Kerry, spokesman for Vets against the War as the Democrat nominee. Kerry won in a nine man field. Chances slim for GOP.

9th District: Incumbent Democrat Louise Day Hicks won handily in a 5 way primary. GOP outcome uncertain. Independent candidate likely to enter the field in November. GOP win unlikely.

Washington:

Governor: Dan Evans won easy primary for unprecedented third term. Ex-Governor Albert Rosellini will oppose him. Might be close. Evans should win as he did over Rosellini eight years ago.

Senate: No race.

House:

- 1st District: GOP's Joe Pritchard will face Democrat John Hempelman for the old Tom Pelly seat. GOP should win.
- 2nd District: GOP William Reams challenges incumbent Democrat Lloyd Meeds. Meeds is favored.
- 3rd District: Democrat incumbent Julia Hansen faces GOP John Bircher Skip McConkey. Hansen win expected.
- 4th District: GOP's Stewart Bledsoe goes against incumbent Mike McCormick. AIP candidate clouds picture but GOP favored.

Oklahoma:

House:

- 1st District: Former Tulsa Mayor J. M. Hewgley won a GOP runoff to face Independent and Democrat opponent for this - Page Belcher's old seat. Close all the way for November.

New York:

- House: This court order rerun of the Rooney - Lowenstein primary resulted in a win for Rooney. Resentment had been building against outsider Lowenstein. Unofficial returns showed Rooney 15,486 to Lowenstein 13,071.

THE WHITE HOUSE
WASHINGTON

September 20, 1972

MEMORANDUM FOR: THE PRESIDENT
FROM: HARRY S. TRUMAN (HST)
SUBJECT: State Primaries Held Sept. 19

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Committee
for the Re-election
of the President

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

H

September 11, 1972

MEMORANDUM FOR:

CLARK MacGREGOR

FROM:

FRED MALEK *FJM*

SUBJECT:

Kits for Storefronts

At last Tuesday's Regional Directors meeting, you and I both expressed concern about the lack of kits for decorating storefront headquarters. We have quickly acted on this situation, and the attached memo from Lewis Dale points out that all requests will have been shipped by today.

Attachment



Fred,
Were they in fact shipped on 9/11/72?
CM

Clark -

All orders and supplements were shipped as of Sept. 11th

Fred

To CM 9/8
A

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 8, 1972

MEMORANDUM FOR: Fred Malek
FROM: Lewis I. Dale 
SUBJECT: 1A/Headquarters Kits

I have canvassed the states today regarding their needs for 1A/Headquarters Kits. Their orders and my supplements to their orders are shown in the attachment. I have instructed the Group Production Manager of the Donnelley Corporation that shipment of these Kits is a high priority project, and all orders will be shipped air freight today and Monday.

The nine states not yet responding will be called again on Monday. The sixteen states responding negatively indicated that they have decorated their headquarters by other means. Several chose not to order the kits because of the expense.

Attachment

DISTRIBUTION OF 1A/HEADQUARTERS KITS

<u>State</u>	<u>On Order</u>	<u>Order #</u>	<u>Verbal Order by LID</u>	<u>Total Shipped</u>
Alabama	18	E1688		18
Alaska				
Arizona	Wants none			
Arkansas	5			5
California	12	F1113	24	36
Colorado	12	OB2002		12
Connecticut	--	--	10	10
Delaware	Wants none			
Florida	33	E1502		33
Georgia	Wants none			
Hawaii	6	F2020		6
Idaho	12	OB2301		12
Illinois	50	OB1001		50
Indiana	Wants none			
Iowa	Wants none			
Kansas	12	OB1610		12
Kentucky	25	E2401		25
Louisiana	12	E2000		12
Maine	Wants none			
Maryland	12	E1101		12
Massachusetts	12	MV2301		12
Michigan	50	MV1703		50
Minnesota	12	OB1302		12
Mississippi	16	6/E1802 10/E1803		16
Missouri	WANTS NONE			
Montana				
Nebraska	Wants none			
Nevada	Wants none			
New Hampshire	4	MV2403		4
New Jersey	50	MV1802		50
New Mexico	Wants none			
New York	Wants none			
North Caro- lina				
North Dakota	Wants none			
Ohio	Wants none			
Oklahoma	Wants none			
Oregon	--	---	1	1
Pennsylvania	12			12
Rhode Island	6			6
South Carolina	5			5
South Dakota				
Tennessee	Wants none			
Texas	12	F1309		12
Utah				
Vermont	12	MV2599		12

<u>State</u>	<u>On Order</u>	<u>Order #</u>	<u>Verbal Order by LID</u>	<u>Total Shipped</u>
Virginia	Wants none			
Washington	Wants none			
West Virginia				
Wisconsin				
Wyoming				
D. C.			1	1
HQ				

436

Mt. Vernon - 156
Oak Brook 98
Elm City 127
Fullerton 55
436

ORIGINATORS LOCATION: DC	DEX NR: 03
ADDRESSEES LOCATION: CD	NR OF PAGES: 2
FROM: GORDON STRACHAN TO: LARRY HIGBY 	NTG: 201200Z SPECIAL INSTRUCTIONS:
TOT: 201205Z	TOR: 201210Z Fletcher

THE WHITE HOUSE

WASHINGTON

September 20, 1972

MEMORANDUM FOR: THE PRESIDENT
FROM: HARRY S. TRUMAN (HST)
SUBJECT: State Primaries Held Sept. 19

Massachusetts:

Governor: No race.

Senate: Brooke unopposed. Middle County D. A. John Droney, "Law and Order" candidate won the Democrat nomination. Brooke is safe.

House:

5th District: Former GOP State Representative Paul Cronin will face Jerry Kerry, spokesman for Vets against the War as the Democrat nominee. Kerry won in a nine man field. Chances slim for GOP.

9th District: Incumbent Democrat Louise Day Hicks won handily in a 5 way primary. GOP outcome uncertain. Independent candidate likely to enter the field in November. GOP win unlikely.

Washington:

Governor: Dan Evans won easy primary for unprecedented third term. Ex-Governor Albert Rosellini will oppose him. Might be close. Evans should win as he did over Rosellini eight years ago.

Senate: No race.

House:

- 1st District: GOP's Joe Pritchard will face Democrat John Hempelman for the old Tom Pelly seat. GOP should win.
- 2nd District: GOP William Reams challenges incumbent Democrat Lloyd Meeds. Meeds is favored.
- 3rd District: Democrat incumbent Julia Hansen faces GOP John Bircher Skip McConkey. Hansen win expected.
- 4th District: GOP's Stewart Bledsoe goes against incumbent Mike McCormick. AIP candidate clouds picture but GOP favored.

Oklahoma:

House:

- 1st District: Former Tulsa Mayor J. M. Hewgley won a GOP runoff to face Independent and Democrat opponent for this - Page Belcher's old seat. Close all the way for November.

New York:

- House: This court order rerun of the Rooney - Lowenstein primary resulted in a win for Rooney. Resentment had been building against outsider Lowenstein. Unofficial returns showed Rooney 15,486 to Lowenstein 13,071.

THE WHITE HOUSE
WASHINGTON

Date: _____

TO: L

FROM: GORDON STRACHAN

Jel was
delighted with
Herding's
memo.

Frank

Excellent

I hope Clark

got a copy

John

cc Magruder ✓

Frank -

RE 9/7

This is well done.

Fred

September 6, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

FRANK HERRINGER

SUBJECT:

Evans and Novak Column

As you requested, I have attempted to discover the source for the Evans and Novak column entitled "The Connally Syndrome." In view of Chuck Colson's comments in his August 25 memoranda to you and to Clark MacGregor, I have given particular attention to assessing the probability that the leak emanated from 1701.

My overall conclusion is that this particular Evans and Novak column cannot be conclusively traced to 1701. Some of the information in the column was so widely held that definitive tracing is not possible, while in other instances good guesses can be made as to how Evans and Novak received their information.

Before going into specifics, it is important to realize that the Connally Democrats for Nixon organization was one of the major controversial topics of discussion between the Republican Party leaders and the 1701 people in Miami Beach. A good reporter wandering around the Convention floor trying to find differences between the RNC and CREP would have had little trouble discovering that Democrats for Nixon was a sore point with many Republicans, particularly in the South. Consequently, it is reasonable to surmise that Evans or Novak picked up the overall story, and did some digging from several sources to develop the column.

There are four distinct items in the column that could have been leaks. Each of them is discussed below.

1. Mario Procaccino. The column states that Connally named Procaccino as head of Democrats for Nixon in New York, but then backed off when he was told by "New York political operatives" that Procaccino was a "laughing stock."

As Chuck Colson pointed out, he -- not Connally -- was actually responsible for the Procaccino recommendation. However, the person who leaked the story did not know this -- he implied to Evans and Novak that Procaccino was Connally's mistake; and evidence of Connally's leak of political knowledge.

SEP 11 1972

Charles Lanigan, the New York State Republican Chairman, made this very point in a small meeting at the Fountainbleu attended by three 1701 representatives -- MacGregor, Malek, and Jerry Jones (Malek's deputy at the campaign). Lanigan was critical of Connally's apparent ignorance of New York, and used the very words "laughing stock" to describe Procaccino. Governor Rockefeller's amicable settlement with Connally (cited in Colson's memo as evidence that New York people could not have been the source of this leak) did not inhibit Lanigan at this meeting, which was probably taking place at about the same time that Evans or Novak was getting his information. Also, Lanigan's tendency to ridicule CREP was evidenced by his widely quoted absurd allegation that a responsible CREP employee asked him whether the Governor of New York were elected or appointed.

I am not suggesting that Lanigan was necessarily the source of the Procaccino information, but I think it is as reasonable to assume this as it is to assume that the leak was at 1701.

2. Virginia. "We don't want to let the Andy Millers (a Democratic candidate for state office in Virginia) off the hook, and that's what Connally would do." Evans and Novak attributed this statement to "one Virginia Republican leader" in Miami Beach.

I have found no reason to assume that this statement came from 1701 rather than the attributed "Virginia Republican leader." The circumstances surrounding the fact that "Connally will avoid the Old Dominion" are widely known in Virginia Party circles as well as at 1701, and thus it is not possible to pin down the source of this particular leak.

3. Tennessee. Evans and Novak claim that the Tennessee Republicans have also "locked the door" on Connally, and that they sent an "ultimatum" to MacGregor on the subject.

The statement is at least partially untrue, as MacGregor received no such ultimatum. He has no written communications from Tennessee on the matter, nor does he remember any conversations which resembled this, although many other Southern leaders have complained to him about Democrats for Nixon.

There are several conceivable sources for this incorrect "leak": (a) The "Virginia leader" quoted earlier might have continued talking to Evans or Novak about other situations in the South; (b) A boastful Tennessean could have exaggerated their situation in a separate interview; or (c) A misinformed 1701 official could have leaked it. It seems to me that all of the above -- and several variations on each -- are equally probable (or improbable).

4. Charles Snider. The most interesting item in the column was the information that Connally offered a campaign job to Charles Snider, Governor Wallace's campaign manager. Snider was willing, but Wallace said no.

This is evidently quite true, but known to only a few people at Democrats for Nixon, and to Chuck Colson, who was apparently involved in the overture to Snider. No one at 1701 appears to have known about this -- Malek, Magudder, Jones, and Ray Brown (the 1701 Regional Director for the deep South) all stated emphatically that the first they know of the Snider situation was when they read it in Evans and Novak. Moreover, when I talked with Brown he had just returned from a two-day visit to Alabama, where the Snider affair was not mentioned by anyone. Harry Dent and Wally Henley, who were in constant touch with Southern party leaders, also did not know of the Snider offer.

The Snider information was therefore very closely held -- and held by individuals extremely unlikely to leak it to Evans and Novak for an anti-Connally column. A possible solution to this leak emerged when I found that the article on the campaign in the September 2 National Journal contained the Snider story -- in direct quotes from Snider himself. It is very possible that Snider also talked to Evans and Novak, or that Evans and Novak talked to the people who wrote the story for National Journal.

* * * * *

In summary, I would conclude that Evans and Novak had several sources for this column. Lanigan or an associate of his in New York was probably responsible for the Procaccino item, local Republican Party officials were probably the source of the Virginia and Tennessee stories, and Charles Snider probably told his own story to Evans and Novak. The leakers are probably all beyond our control, and almost impossible to trace without cooperation from Evans and Novak, which we are not likely to get. In this particular instance, I find it difficult to agree with Chuck Colson's conclusion that "all signs point to 1701."

FCH:mrr

Ed Failor
S.

THE WHITE HOUSE
WASHINGTON

Date: 9/19/72

TO: H.R. HALDEMAN

FROM: GORDON STRACHAN

This project by Ed Failor is described in the September 18 Political Matters memorandum. However, since Colson is insisting that the President wanted a report on this project, you may be interested in having the original materials.

*Where? from whom?
Should I do this report?
do Colson's report.*

THE WHITE HOUSE
WASHINGTON

Sept. 20, 1972

LARRY:

I talked w/S regarding the attached. As far as he knows, this is the report. Colson has the original and S guesses Colson will cover it with the President verbally.

P.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

September 19, 1972

MEMORANDUM

CONFIDENTIAL/EYES ONLY

FOR: The Honorable Clark MacGregor
THROUGH: Jeb S. Magruder
FROM: E. D. Failor *E.D.F.*
SUBJECT: Attack in '72 Senate and House Races

OBJECTIVE

Our continuing objective is to exploit the President's large lead in the polls to provide more votes for the President and more votes for Republican Senatorial and Congressional candidates, by endeavoring to create and/or to take advantage of divisions between Democrat candidates and McGovern.

WHAT WE'VE DONE

1. We obtained judgments from Dent, Timmons and LaRue on which Republican candidates we should not put on our mailing lists.
2. We have made the following mailings consisting of three statements (for use in for, against and neutral positions of opponents in terms of McGovern's candidacy) each time on a particular subject matter:
 - (a) September 2nd -- McGovern's welfare program and higher taxes therefrom;
 - (b) September 8th -- Implications of McGovern's defense proposals;
 - (c) September 14th -- McGovern's lack of credibility.
3. At present there are 355 candidates on our list. By the end of this week, we will have had one or more telephone contacts with each such person. (It is to be noted that primaries are still to be held in Hawaii, Massachusetts and Washington, and that a number were held last week.) We were not able to work out arrangements with the Regional Political people to help in the calling because of the canvass kickoff.

The Hon. Clark MacGregor

Page - 2 -

September 19, 1972

4. Our contacts with the candidates reveal the following:
 - (a) 45% are using the releases basically as is;
 - (b) 26% are using the releases to attack McGovern without mentioning their opponent's name;
 - (c) 15% say they like the materials, but are not using it because their opponents are unknown;
 - (d) 4% say the materials are not useful because their opponents are anti-McGovern and/or pro-Nixon.
 - (e) 10% have not started campaigning.

5. We are attaching copies of written responses to our activity we've received. Below are samples of oral comments made to us:
 - (a) From an incumbent Congressman, "My opponent was a McGovern floor leader at the Convention. We need your releases, as many as possible. This is a Republican district."
 - (b) "We like your releases. This is a very hard race, we will need a lot of help to win." (this comment came from an incumbent Congressman who, because of redistricting, is running against an incumbent Democrat Congressman)
 - (c) "We are attacking the opponent on his support of McGovern. We will use your releases -- they are the most helpful tool."
 - (d) "We are extremely happy with the releases and are using them completely. Keep up the good work."
 - (e) "We find the material very useful and are using them in speeches also."
 - (f) "The releases are great, we need all possible material."
 - (g) "The releases are very helpful. We are using them to nail our opponent on his voting record, which is similar to McGovern's."
 - (h) "My opponent is a prime mover for McGovern. We like the releases and need all possible material."

The Hon. Clark MacGregor
Page - 3 -

September 19, 1972

6. Barbara Higgins has been placed in charge of this project and is doing an outstanding job.

WHAT WE WILL DO

We will:

1. Continue to compile needed information on our candidates and their opponents regarding the above project.
2. Starting this week, we are sending out releases on two subject matters rather than one as in the past.
3. Send out additional issue material to the candidates. We have received many requests therefore.
4. Maintain contact with Republican candidates, advise them where they can get answers to other campaign problems and urge them to use our materials and this approach in the campaign.

DEMOCRAT CANDIDATES

To date our contacts have indicated the following positions of Democrat candidates for the Congress on McGovern:

1. 50% have announced publicly for McGovern;
2. 5% have announced publicly against McGovern;
3. 12% have taken a neutral stance; and
4. 33% of such Democrats have an unknown stand.

It is to be noted that these percentages are only for those on our list.

CONCLUSION

The response to our program has been very good. Our doubling of news releases to the candidates should increase the effectiveness of our program. Sending additional issue materials tends to make the program stronger, too.

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

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

September 2, 1972

Dear

Enclosed are suggested statements, which may be the subjects of news releases, depending on the circumstances in your campaign. Obviously, these are subject to whether you are in agreement with the contents.

Barbara Higgins of my office will be calling you within the next week to discuss the campaign in more detail.

With best wishes,

Sincerely,

E. D. Failor
Special Assistant to
Clark MacGregor

Enclosures

(Name
Title
Address)

SUGGESTED PRESS RELEASE IF YOUR OPPONENT HAS ENDORSED SEN. MC GOVERN:

DATELINE, Date -- (Name and title of incumbent and/or candidate) said today that (your opponent's name and title) "cannot escape responsibility for Sen. McGovern's latest tax and welfare proposals, proposals that, (your last name and title) said, "would double the tax bill of the average family if they were enacted by the Congress."

(Your last name and title) said that (your opponent's last name) is openly supporting Sen. McGovern, "and therefore must explain to the people of (location of your constituency, i.e., 3rd Congressional District of Iowa) why he thinks programs which would increase taxes on a family of four making \$12,500 a year by \$1,038 per year are good programs."

"Sen. McGovern has re-jiggered the details of his famous plan to give every American \$1,000 per year regardless of his income," (your last name and title) said. "But the McGovern goal remains the same: to tax the working people of America in order to multiply the nation's welfare rolls."

"Sen. McGovern and (your opponent's name) apparently are convinced that America needs to put more and more people on welfare," (your last name and title) charged. "I believe we should put more and more people into productive jobs."

"Sen. McGovern and (your opponent's name) think we should increase taxes on working people to pay for their welfare programs," (your last name and title) said. "President Nixon and I think we should do something to lower taxes."

"There is no escaping simple arithmetic," (your name and title) said. "And the arithmetic of the McGovern tax and welfare schemes says they are out of balance by at least \$99 billion. McGovern and (your opponent's name) would either have to raise taxes or run the federal government into a huge deficit which would fuel the fires of inflation."

"Either way, the average family pays the bill."

SUGGESTED PRESS RELEASE IF YOUR OPPONENT DISAVOWS MC GOVERN:

DATELINE, Date -- (Name and title of incumbent and/or candidate)

demanded today that (your opponent's name and title) "accept or reject the McGovern welfare and tax proposals unveiled in New York last week."

"(Your opponent's last name and title) said, "but the people of (the location of your constituency, i.e. 3rd Congressional District of Iowa) are entitled to know where he stands on the welfare programs advanced by his party's Presidential candidate."

"These programs would increase the tax bill on a family of four earning \$12,500 per year by at least \$1,038," (your last name and title) said.

"That would double the average family's tax bill."

"Sen. McGovern claims his programs would not increase taxes," (your last name and title), said. "But the total program is out of balance by at least \$99 billion. The only way to pay for that kind of program is through increased taxes or by massive federal deficits that would fuel the fires of inflation."

"I am totally and unalterably opposed to such irresponsible welfare spending," (your last name and title) said. "The people of (location of your constituency) are entitled to know if (your opponent's last name and title) is, too."

#####

SUGGESTED PRESS RELEASE TO BE USED IF YOUR OPPONENT HAS NEITHER ENDORSED NOR
REPUDIATED MC GOVERN

(Name and title of candidate and/or incumbent) today branded Sen. McGovern's welfare proposals "irresponsible and ill conceived giveaway programs which would double taxes on the average family and dramatically increase the welfare rolls.

(Last name and title of candidate and/or incumbent) demanded that (your opponent's name and title) state "clearly and concisely" whether or not he supports the McGovern program.

(Last name and title of candidate and/or incumbent) charged that Sen. McGovern's tax and welfare program unveiled last week in New York is "out of balance by at least \$99 billion and probably more."

"Senator McGovern says his program would mean no new taxes on Americans who make less than \$22,000 a year," (last name and title of candidate and/or incumbent) said, "but that is a cruel deception. Sen. McGovern would either have to finance his giveaway schemes by increased taxes or through massive federal deficits which would touch off explosive inflation. Either way, the American working family pays the bill," he said.

"The Nixon Administration has calculated the necessary taxes to pay for Sen. McGovern's welfare package at an additional \$1,038 on a family of four making \$12,500 a year," (last name of candidate and/or incumbent) said.

I want to know if (your opponents last name and title) endorses this McGovern program or not.

###

Committee
for the Re-election
of the President

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

September 9, 1972

MEMO FROM: E. D. Failor
Special Assistant to
Clark MacGregor

Attached is the second set of suggested
statements to be used as press releases
in your campaign.

We welcome your comments and suggestions.
Call Barbara Higgins on 202-333-0650.
She is handling this project.



SUGGESTED RELEASE TO BE USED IF YOUR OPPONENT SUPPORTS MC GOVERN:

DATELINE, Date -- (Your name and title) said today that "Sen. George McGovern's proposed slashes in the national defense budget would cost 1.8 million Americans their jobs and would leave America only two alternatives in the face of aggression: surrender or nuclear war."

(Your last name and title) said that "(your opponent's name and title) should explain to the people of (location of your constituency, i.e., district and state) why he supports Sen. McGovern and his extremist defense proposals."

"Every thinking American wants to eliminate unnecessary defense spending, (your last name and title) said. "But the way to do that is to analyze expenses item-by-item and make rational choices. Sen. McGovern wants to cut defense spending by a third and then figure out what programs should be cut."

"President Nixon has reversed national spending priorities in his first term," (your last name and title) said. "The Federal Government is now spending more money on domestic needs than on defense for the first time since World War II. That's the kind of progress we can make with responsible leadership."

"The McGovern meat axe approach is not only irresponsible," (your last name and title) said, "it is dangerous to international stability. Its effect on our ability to keep peace in the Middle East would be disastrous."

"I think (your opponent's name and title) should face up to the fact that he cannot ask the people to consider him a responsible candidate while he still supports Sen. McGovern and his national security programs."

SUGGESTED RELEASE TO BE USED IF YOUR OPPONENT DISAVOWS MC GOVERN:

DATELINE, Date --- (Your name and title) charged today that Sen. George McGovern's proposed slashes in the national defense budget "would promote international instability and increase the chances that the world could become embroiled in a nuclear war."

(Your last name and title) invited (your opponent's name and title) to join with him in condemning the McGovern defense policies which, (your last name and title) said "would cost 1.8 million American workers their jobs and would leave America only two alternatives: surrender or nuclear war."

"Every thinking American wants to eliminate unnecessary defense spending (your last name and title) said. "But the way to do that is to analyze expenses item-by-item and make rational choices. Sen. McGovern wants to cut defense spending by a third and then figure out what programs should be cut."

"President Nixon has reversed national spending priorities in his first term," (your last name and title) said. "The Federal Government is now spending more money on domestic needs than on defense for the first time since World War II. That's the kind of progress we can make with responsible leadership."

"The McGovern meat axe approach is not only irresponsible," (your last name and title) said, "it is dangerous to international stability. Its effect on our ability to keep peace in the Middle East would be disastrous."

"I think (your opponent's name and title) should face up to the fact that he cannot ask the people to consider him a responsible candidate until he totally repudiates Sen. McGovern's national security programs."

#####

RELEASE NUMBER 3

SUGGESTED RELEASE TO BE USED IF YOUR OPPONENT HAS NEITHER ENDORSED NOR REPUDIATED SENATOR MC GOVERN:

DATELINE, Date --- (your name and title) said today that Sen. George McGovern's proposed cuts in the defense budget "would cost 1.8 million Americans their jobs and would be disastrous for America and her allies if they were ever implemented." He called on (your opponent's name and title) to state publicly whether or not he supports the McGovern programs.

"The American people will be presented with a clear choice when they vote for President this November," (your name and title) said. "I think those who aspire to public leadership positions at all levels should state clearly and precisely where they stand with regard to Sen. McGovern."

"My views on Sen. McGovern's welfare giveaway, inevitable tax increases and frightening threats to destroy our defense capabilities are well known," (your last name and title) said. "I am frankly appalled at the extremist positions McGovern has advanced on almost every important issue facing this country."

"I think the people of (location of your constituency, i.e., district and state) are entitled to know where (your opponent's name and title) stands. Does he support Sen. McGovern or doesn't he? Does he endorse the McGovern meat axe approach to national security budget preparation or doesn't he?"

"President Nixon has reversed national spending priorities in his first term," (your name and title) said. "The Federal Government is now spending more money on domestic needs than on defense for the first time since World War II. That's the kind of progress we can make with responsible leadership."

"The McGovern meat axe approach is not only irresponsible," (your last name and title) said, "it is dangerous to international stability. Its effect on our ability to keep the peace in the Middle East would be devastating."

"I think (your opponent's name and title) should face up to the fact that he cannot ask the people to consider him a responsible candidate until he repudiates

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

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

September 14, 1972

MEMO FROM: E. D. Failor
Special Assistant to
Clark MacGregor

Enclosed is the third set of suggested
statements for your use.

We hope the material we have been sending
you, and will continue to send you on a
weekly basis, has been helpful.

SUGGESTED RELEASE TO BE USED IF YOUR OPPONENT SUPPORTS MC GOVERN:

YOUR CITY, Date -- (Your name and title) today charged the national Democratic McGovern-Shriver ticket with "more back-pedaling and more rewriting of history on some of its most far-out proposals."

He cited Vice Presidential nominee Sargent Shriver's assertion last Tuesday in Sacramento, California, that his running mate never advocated a \$1,000 per person income redistribution plan.

"The fact is McGovern did propose it, his campaign literature advocated it, and there is ample proof of those facts," (your name) stated. "I challenge (your opponent's name and title) to explain to the people of (your state or congressional district) how he can support a national ticket which engages in such a blatant effort to confuse and mislead the public."

"McGovern and Shriver can't have it both ways," (your name) said, "and (your opponent's name) can't have it both ways. Either you propose to give every man, woman and child in America \$1,000, or you don't."

According to (your name), McGovern was quoted in the January 19, 1972 Congressional Record as saying, "I propose that every man, woman and child receive from the Federal Government an annual payment . . . At the present time a payment of almost \$1,000 per person would be required . . ." He also cited wire service reports that McGovern aides during the California primary campaign last May gave newsmen a statement outlining the \$1,000 per person plan, entitled "Senator McGovern's Minimum Income Proposal."

"Promises like that helped McGovern and his radical elitists to gain control of their party," (your name) said, "and he and Sargent Shriver just have to live with them today. They cannot be permitted to rewrite history with impunity. I say to (your opponent's name), you cannot expect your own candidacy to be credible to the people of (your state or congressional district) when you support this McGovern-Shriver ticket."

SUGGESTED RELEASE TO BE USED IF YOUR OPPONENT DISAVOWS MC GOVERN:

YOUR CITY, Date - (Your name and title) today charged the national Democratic McGovern-Shriver ticket with "more back-pedaling and more rewriting of history on some of its most far-out proposals."

He cited Vice Presidential nominee Sargent Shriver's assertion last Tuesday in Sacramento, California, that his running mate never advocated a \$1,000 per person income redistribution plan.

"The fact is McGovern did propose it, his campaign literature advocated it, and there is ample proof of those facts," (your name) stated. "I call on (your opponent's name) to join me in condemning this blatant attempt on the part of those campaigning on his party's national ticket to confuse and mislead the public.

"McGovern and Shriver can't have it both ways," (your name) said, "and (your opponent's name) can't sit idly by and thereby condone these tactics. Either you propose to give every man, woman and child in America \$1,000 or you don't."

According to (your name), McGovern was quoted in the January 19, 1972 Congressional Record as saying, "I propose that every man, woman and child receive from the Federal Government an annual payment . . . At the present time a payment of almost \$1,000 per person would be required . . ." He also cited wire service reports that McGovern aides during the California primary campaign last May gave newsmen a statement outlining the \$1,000 per person plan, entitled "Senator McGovern's Minimum Income Proposal."

"Promises like that helped McGovern and his radical elitists to gain control of their party," (your name) said, "and he and Sargent Shriver just have to live with them today. They cannot be permitted to rewrite history with impunity. I say to (your opponent's name), you cannot expect your candidacy to be any more credible to the people of (your state or congressional district) than McGovern's is to the people of this Nation, unless you publicly repudiate these tactics of your party's national ticket."

SUGGESTED RELEASE TO BE USED IF YOUR OPPONENT HAS NEITHER ENDORSED NOR REPUDIATED MC GOVERN:

YOUR CITY, Date -- (Your name and title) today charged the national Democratic McGovern-Shriver ticket with "more back-pedaling and more rewriting of history on some of its most far-cut proposals."

He cited Vice Presidential nominee Sargent Shriver's assertion last Tuesday in Sacramento, California, that his running mate never advocated a \$1,000 per person income redistribution plan.

"The fact is McGovern did propose it, his campaign literature advocated it, and there is ample proof of those facts," (your name) stated. I challenge (your opponent's name and title) to let the people of (your state or congressional district) know whether or not he supports this national ticket which so blatantly seeks to confuse and mislead the public.

"McGovern and Shriver can't have it both ways," (your name) said, and "your opponent's name) can't sit idly by and thereby condone these tactics. Either you propose to give every man, woman and child in America \$1,000 or you don't."

According to (your name), McGovern was quoted in the January 19, 1972 Congressional Record as saying, "I propose that every man, woman and child receive from the Federal Government an annual payment . . . At the present time a payment of almost \$1,000 would be required . . ." He also cited wire service reports that McGovern aides during the California primary campaign last May gave newsmen a statement outlining the \$1,000 per person plan, entitled "Senator McGovern's Minimum Income Proposal."

"Promises like that helped McGovern and his radical elitists to gain control of their party," (your name) said, "and he and Sargent Shriver just have to live with them today. They cannot be permitted to rewrite history with impunity. I say to (your opponent's name), the people of (your state or congressional district) have a right to know where you stand in regard to your national ticket -- do you support McGovern-Shriver and their tactics or do you repudiate them?"

SEP 13 1972



NORMAN M. PARR

19th CONGRESS - 19th CONGRESSIONAL DIST.

451 S. Main Street — Poland, Ohio 44514
Phone (216) 757-2478

CHAIRMAN
 V. PETZINGER
 Chairman
 RAY KREILER
 BOB DIETER
 BOB JOHNSON
 BOB DOUBENIRE
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 ARTHUR RICHARDS
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 MERLE MADRID
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 BOB LINDSMITH
 EARLY ATKINSON
 DONALD TUCKER
 E. SOLLER
 ERIC J. R. ELFORD
 PETZINGER, JR.
 SCHETTINO

COUNTY ADVISORS
 RUTHIAN
 Director
 ROSE
 Big County
 MURRELL
 Small County
 CHARLES McNEAL

September 11, 1972

Dear Ed:

Your press releases are wonderful.
Keep them coming.

We are using 1 release from each set.
They are really outstanding.

Sincerely,
Norm

SEP 13 1972

PORTEOUS for Congress Committee

307 COMMERCIAL STREET

PORTLAND, MAINE 04111

Phone (207) 772-2866

September 11, 1972

CHAIRMAN

Halsey Smith, So. Freeport

TREASURER

Dorothea E. Wilbur, Yarmouth

FINANCE CO-CHAIRMEN

Hon. Louis Bernstein

Bernard B. Moir

Mr. Ed Failor
1701 Penn Ave.
Washington, D. C. 20006

Dear Mr. Failor:

Thank you for the three press release forms
for Bob Porteous. We certainly will appreciate
all of your continued assistance.

Thank you again,

Richard Mastain
RICHARD MASTAIN
Field Director

RM/f

Mina Lunny

GEORGE KAPNICKY

Republican Candidate for Congress
First District, West Virginia

315 NORTH WELLS STREET
SISTERSVILLE, W. VA. 26175

Sept 10 1972

Barbara (Dear?)

My opponent (Tollahan) has used the same constant ~~the~~ tact since January of this year - that is to constantly tear down Nixon

Examples -

Nixon terrible failure etc.

Nixon war monger etc.

Nixon economic policies ~~to~~ a blunder

He refuses to identify with the Govern
- trying to actually run as an
independent I as opposed Nixon
- all a. in D. T. H. McEwen

SEP 13 1972

Adams

FOR CONGRESS HEADQUARTERS-1916 WEST END AVE. 37203-(615) 329-0632

September 6, 1972

Mr. E. D. Failor
Committee for the Re-Election
of the President
1701 Pennsylvania Ave. N.W.
Washington, D. C. 20006

Dear Ed:

I am in receipt of the letter which you mailed to Alf Adams, Republican nominee for Congress in the 5th Congressional District.

We very much appreciate the suggested news releases and would be interested in anything else that you might be able to provide us for our campaign against U. S. Representative Richard Fulton. If you need to contact us personally, our phone number is 329-0632 and we would be happy to work with you or someone from your office in any way.

Sincerely,



Dick Leggitt

DL:nlf

SHUSTER

September 12, 1972

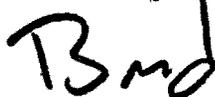
E. D. Failor
Special Assistant to
Clark MacGregor
Committee for Re-election of the President
1701 Pennsylvania Avenue, N.W.
Washington, D.C. 20006

Dear Ed:

Referencing your letter of September 2, 1972
in which you enclose suggested statements which
may be subjects of news releases. These are
GREAT! Just keep them coming!

Thanks.

Sincerely,



E. G. "Bud" Shuster

EGS:ame

SHUSTER FOR CONGRESS COMMITTEE

ROOM 212, PENN ALTO HOTEL

140 PITT ST.

HITCHING POST INN

MAIN & SPRING STS.

FUNSCHE FOR CONGRESS

506 OLIVE STREET

ST. LOUIS, MISSOURI 63101

(314) 241-5500

SEP 13 1972

FINANCE COMMITTEE

Chairman

STANLEY H. ANONSEN

ROBERT E. BRITT

WILLIAM R. CADY

LAURENCE C. DAY

WILLIAM L. DAVIS

P. G. FUGER, JR.

A. M. GIOIA

WINSTON MILLER

MARVIN MUELLER

F. CARL SCHUMACHER, JR.

September 11, 1972

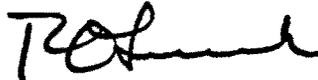
Mr. E. D. Failor
Special Assistant to
Clark MacGregor
Committee for the Re-election
of the President
1701 Pennsylvania Avenue, N.W.
Washington, D. C. 20006

Dear Mr. Failor:

I thank you very much for the suggested
press release of September 2, 1972 concerning my
opponent and Senator McGovern.

I am looking forward to hearing from
Barbara Higgins of your office so that we may
discuss my campaign in more detail.

Yours very truly,



Richard O. Funsch

ROF:kav

an
RICHARD S. WAITE
ry
PAUL KRUEGER
rer
IEL E. SINGER
nator
ER J. M. SALOMETO
PONSORS
mma Adolph
d Mrs. Norris Allen
ulia P. Atha
Berry
d Mrs. Stanley Birge
liam T. Bowles
d Mrs. Robert Butler
elma Canepa
V. Compton
d Mrs. Francis C. Corley
d Mrs. William C. Corley
Corrigan
Louise Costigan
d Mrs. Robert E. Crawford
Inneice Davis
d Mrs. Ray Dolan
Theodore Eggmann
ernice Elrod
Hazel Farmer
d Mrs. Thomas F. Gentry
ohn L. Gillis, Jr.
n Girardin
amuel F. Gordan, Jr.
hiel Green
d Mrs. Fred O. Hale
S. Hecker
d Mrs. William J. Hedley
ames T. Human
M. Hunt
d Mrs. Jonn Isaacson
L. Johnston, Jr.
nna Lee Jones
bert Kelley
d Mrs. Charles G. Kratovil
Lambert
oy T. Langenberg
ederick C. Leaver
ah Lewis
Litz
George S. Logan
h McBride Love
Mabry
d Mrs. Neil F. Maune
M. Manchester
d Mrs. George P. Marsh
d Mrs. Arthur O. Martin
d Mrs. Carroll Mastin
hethel McClinton
d Mrs. Harry McKee
liam D. Merwin
d Mrs. Jerry Mihm
evin Morrin
d Mrs. Howard H. Percy
Petit
icholas Piccione
erris Pitts
Charles Polk
d Mrs. Kelsie O. Pylant
arolyn Ann Radford
Rassieur
d Mrs. T. E. Rassieur
en. and Mrs. B.L. Robinson
gh Ritter
d Mrs. Everett Roeder
E. Sayad
A. Schawacker II
d Mrs. F. Carl Schumacher
M. Siebert
M. Staehle
d Mrs. William Stude
hitelaw T. Terry, Jr.
Edward Walsh
Watkins, Jr.
d Mrs. M. A. Webb
Melissa Wilkerson
lara Wischmeyer
arold Woodward
alter Wurdack
Mrs. Theodore Zahorsky

MR. PHIL KAE LIN, JR.
PRESS RELEASE SEPTEMBER 14, 1972

SEP 13 1972

KAE LIN FOR CONGRESS HEADQUARTERS

I HAVE INVITED YOU HERE TODAY TO DISCUSS THE MC GOVERN TAX PROPOSALS AND MY OPPONENT'S FAILURE TO SECURE FEDERAL FUNDS FOR THE THIRD DISTRICT. SINCE MY OPPONENT HAS ENDORSED SENATOR MC GOVERN, HE CANNOT ESCAPE RESPONSIBILITY FOR THESE LATEST TAX AND WELFARE SCHEMES -- SCHEMES THAT WOULD DOUBLE THE TAX BILL OF THE AVERAGE FAMILY IF THEY WERE ENACTED BY CONGRESS.

BECAUSE MY OPPONENT IS SUPPORTING MR. MC GOVERN, I ASK HIM TO EXPLAIN TO THE PEOPLE OF THE THIRD CONGRESSIONAL DISTRICT OF KENTUCKY WHY HE THINKS SCHEMES WHICH WOULD INCREASE TAXES BY \$1,038 DOLLARS A YEAR ON A FAMILY OF FOUR MAKING \$12,500 YEARLY ARE GOOD PROGRAMS.

SENATOR MC GOVERN HAS RE-JUGGLED THE DETAILS OF HIS FAMOUS PLAN TO GIVE EVERY PERSON IN AMERICA \$1,000 PER YEAR REGARDLESS OF HIS INCOME. BUT MC GOVERN'S GOAL REMAINS THE SAME: TO TAX THE WORKING PEOPLE OF AMERICA IN ORDER TO MULTIPLY THE NATION'S WELFARE ROLLS.

SENATOR MC GOVERN AND MY OPPONENT APPARENTLY ARE CONVINCED THAT AMERICA NEEDS TO PUT MORE AND MORE PEOPLE ON WELFARE. I BELIEVE WE SHOULD PUT MORE AND MORE PEOPLE OFF WELFARE BY PUTTING THEM TO WORK.

I AM AGAIN DISAPPOINTED IN OUR NON-REPRESENTATIVE MEMBER OF THE HOUSE, MY OPPONENT, AFTER TALKING ABOUT HIS CONCERN FOR PEOPLE, HE HAS AGAIN FAILED TO GET THE FEDERAL FUNDS FOR A NEW GENERAL HOSPITAL. THIS -- THE SECOND FAILURE OF MY OPPONENT -- WAS REPORTED BY HIM UNDER THE GUISE OF, "YES, THE PROGRAM HAS BEEN APPROVED BY H. E. W. BUT IT IS NOT OF SUFFICIENT PRIORITY TO BE FINANCED."

MY OPPONENT WHO HAS EXPRESSED HIS "PESSIMISM" -- WHO HAS EXPRESSED HIS "SERIOUS DOUBTS" ABOUT THIS PROJECT CONCEDED THAT HE WAS UNABLE TO GET THE FUNDS. WITH A TOTAL CONSTRUCTION BUDGET OF 580 MILLION DOLLARS FOR THE FISCAL YEAR 1972, AND AN AUTHORIZED BUDGET OF 142 MILLION DOLLARS, MY OPPONENT HAS FAILED TO GET THE 23.6 MILLION DOLLARS NEEDED TO BUILD A NEW GENERAL HOSPITAL IN LOUISVILLE.

IF HE IS UNABLE TO GET THE FUNDS FOR A PROJECT THAT HAS BEEN APPROVED BY THE DEPARTMENT OF HEALTH, EDUCATION AND WELFARE, WHAT IS HE EVER GOING TO BE ABLE TO DO FOR THE DIXIE VALLEY HOSPITAL COMMITTEE, THE PARK-DU VALLE AREA, THE LOUISVILLE MEMORIAL HOSPITAL, FAIRDALE, SOUTH PARK HEALTH CENTER, HAZELWOOD OR ANY OTHER AREA WHERE MEDICAL FACILITIES ARE NEEDED.

TO MEET THE OVERALL GOAL OF PROVIDING EVERY CITIZEN OF THE THIRD DISTRICT WITH BETTER AND LESS EXPENSIVE HEALTH CARE, I PROPOSE DIRECTING

OUR EFFORTS TOWARD FIVE AREAS:

1. INCREASING THE SUPPLY OF MEDICAL SERVICES
2. ASSURING ACCESS TO BASIC MEDICAL CARE
3. PREVENTING FUTURE PROBLEMS
4. REDUCING THE COST OF HEALTH CARE
5. AND BY ELECTING TO CONGRESS PHIL KAELIN WHO IS TRULY CONCERNED

WITH THE NEEDS OF THE PEOPLE IN THE THIRD DISTRICT AND WHO WILL NOT ENGAGE IN NON-PRODUCTIVE TALK. I WILL WORK TO GET THE FEDERAL MONEY FOR A NEW GENERAL HOSPITAL. I WILL SUPPORT THE DIXIE VALLEY HOSPITAL COMMITTEE IN THEIR EFFORT TO SECURE 150 BEDS FOR SOUTHWESTERN JEFFERSON COUNTY. I WILL WORK TO CONTINUE AND EXPAND THE AMBULANCE AND MEDICAL SERVICES OF THE PARK DU VALLE MEDICAL CENTER. I WILL BE WORKING FOR ALL OF THE PEOPLE OF THIS DISTRICT AND NOT JUST A SELECT FEW.

THE NIXON ADMINISTRATION HAS MOVED ON A NUMBER OF FRONTS TO IMPROVE THE HEALTH CARE OF ALL AMERICANS. TOTAL FEDERAL OUTLAYS FOR HEALTH UNDER THE CURRENT BUDGET WILL EQUAL 25.5 BILLION. PRESIDENT NIXON HAS ALSO DIRECTED HIMSELF TO SPECIAL AREAS OF CONCERN: CANCER, NURSING HOME FACILITIES AND A FIFTEEN MILLION DOLLAR GRANT FOR SICKLE-CELL ANEMIA RESEARCH.

THIS OVERALL STRATEGY OF THE ADMINISTRATION AND THE PRESIDENT'S COMMITMENT TO ACTION HAS PRODUCED GREAT PROGRESS TOWARD THE GOAL OF HAVING AMERICA BECOME, "THE HEALTHIEST NATION IN THE WORLD." THIS I ENDORSE AND WILL WORK FOR.

FOR INFORMATION , CALL

PHIL KALIN, JR.
KALIN FOR CONGRESS HEADQUARTERS
593 -- 6171
423 WEST WALNUT STREET
LOUISVILLE, KENTUCKY 40202

Kaelin accuses Mazzoli of hospital fund failure

By BILL BILLITER
Courier-Journal Political Editor

Phil Kaelin Jr., Republican candidate for 3rd District congressman, yesterday accused his Democratic opponent, incumbent U.S. Rep. Romano Mazzoli, of being responsible for Louisville's failure to get federal funds for a new General Hospital.

"... My opponent, after talking about his concern for people, has again failed to get the federal funds for a new General Hospital," Kaelin told a press conference.

He added, "If he (Mazzoli) is unable to get the funds for a project that has been approved by the (U.S.) Department of Health, Education and Welfare, what is he ever going to be able to do for the Dixie Valley Hospital Committee, the Park-Duvalle area, the Louisville Memorial Hospital, Fairdale-South Park Health Center, Hazelwood or any other area where medical facilities are needed?"

Kaelin referred to the announcement last week that the U.S. Department of Health, Education and Welfare (HEW) had rejected, for the second time in less than a year, Louisville's application for more than \$20 million to help build a 418-bed hospital and teaching facility for the University of Louisville Medical School.

Mazzoli said last week his office had been told that HEW approved the concept of the hospital, but had ruled it wasn't of high enough priority to be financed under the Comprehensive Health-Manpower Training Act of 1972.

Kaelin said he believes Mazzoli, who

represents Louisville and Shively, is primarily responsible for the proposed hospital's not securing HEW's approval.

Kaelin was asked if the "congressional burden" of representing Louisville isn't also shared by Kentucky's two Republican senators, John Sherman Cooper and Marlow Cook.

"Yes," said Kaelin, "but they (Cook and Cooper) represent 120 counties." He said Mazzoli has prime responsibility for securing federal funds for Jefferson County's needs.

Kaelin also assailed the economic proposals of Sen. George McGovern, the Democratic nominee for president.

"Senator McGovern and my opponent apparently are convinced that America needs to put more and more people on welfare," said Kaelin. "I believe we should put more and more people off welfare by putting them to work."

In addition to Kaelin and Mazzoli, American Party candidate William P. Chambers also is seeking the 3rd Congressional District seat Nov. 7.

Committee for the Re-election of the President

MEMORANDUM

September 18, 1972

MEMORANDUM FOR:

CLARK MacGREGOR

FROM:

JEB S. MAGRUDER

As you know, I have been working with Bob Ellsworth and Peter Flanigan in developing a high level committee of top people from the financial community in New York City. This committee would act for the President in the same manner as Democrats for Nixon. When originally discussed, the committee was to be a very small, select committee of only the top names in the New York financial community. As you know, Walter B. Wriston, head of FNCEB, had agreed to be Chairman.

The program we had planned for this committee was basically to run a few select ads in appropriate financial publications, and hold several press conferences when appropriate.

Originally, it was felt that McGovern might begin to make some inroads into this community and that this committee could help prevent any erosion. After McGovern's Security Analyst speech, we have found that rather than gaining in this area he is continuing to lose ground.

At the same time, one problem area that still plagues us is our association with "big business" and the "fat cats". Therefore, based on these current considerations and the recent polling data, both Peter Flanigan and I feel that we should not activate this committee at this time, but rather hold it in reserve in case it becomes necessary to use closer to election day.

APPROVE: _____

DISAPPROVE: _____

THE WHITE HOUSE
WASHINGTON

Date: 9/21

TO: H.R. HALDEMAN
FROM: GORDON STRACHAN

MacGregor sent the attached
letter to the top 100 Editors
and Publishers.



Committee
for the Re-election
of the President

Date September 21, 1972

TO: GORDON STRACHAN

FROM: CLARK MacGREGOR / R. REISNER

Please Handle FYI

File Hold

Natl Publishers -

100 Editors

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

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

September 18, 1972

Dear -----:

Senator George McGovern's candidacy for the Presidency appears to be having serious start-up difficulties. Perhaps, this is one reason why, in recent weeks, an element of character assassination has become increasingly apparent in various of his and his running mate's public statements.

I want to be specific. Sargent Shriver, as quoted by the Associated Press, said on August 25 that the President of our country "is the Number One warmaker in the world at the present time."

Senator McGovern commented on the NBC Evening News of August 25 that the alleged "bugging" of the Democratic National Committee headquarters -- a bizarre incident in which no responsible official of the Nixon Administration was involved -- "is the kind of thing you would expect from a person like Hitler."

This was not the first time in his campaign that Senator McGovern alluded to the Nazi dictator. In an Associated Press dispatch of June 20 he is quoted as describing the President's policy of air support of South Vietnam as "the most barbaric action that any country has committed since Hitler's effort to exterminate the Jews in Germany in the 1930's." On March 1, United Press International quoted Senator McGovern as describing the President's Vietnam policy as "the most barbaric act that has been committed by any modern power since the death of Adolph Hitler."

These odious comparisons have no place in an American political campaign.

President Nixon has emphatically and specifically instructed that personal attacks on Senator McGovern are to be avoided and that our campaign is to be focused on a discussion of the issues. We regard such an approach as the only proper way to conduct a campaign, and we will continue to conduct ourselves accordingly. This emphasis on the positive will be the character of the Nixon campaign.

As to the McGovern campaign, it is clearly following the opposite course. Senator McGovern ill-serves the American electorate and, for that matter, his own political interests, when he engages in such slander. The voters of America are turned off by these desperation tactics.

Sincerely,
Clark MacGregor

Clark MacGregor
Campaign Director
Committee to Re-elect the President

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

September 18, 1972
11:15 a. m.

High Priority

MEMORANDUM FOR: H. R. HALDEMAN
JOHN EHRLICHMAN

FROM: DWIGHT L. CHAPIN 

SUBJECT: Operation Sandwich
Week of September 17

As of now, September 18, the sandwich plan for the week is as follows:

Monday - September 18:

McGovern:

West Virginia
(No Sandwich)
Cook - Wheeling - 19th

Cincinnati

Taft - Cincinnati - 17th
Klein - Radio Talk Show - 19th

Chicago

Finch - Decatur - 17th
Mrs. Nixon - Chicago - 18th
MacGregor - Chicago - 20th

Shriver:

Pittsburgh
Peterson - Pittsburgh - 19th
Richardson - Philadelphia - 19th

Tuesday - September 19:

McGovern:

Milwaukee
Pitts - 19th
Volpe - 20th

Tuesday - September 19 (cont'd)McGovern (cont'd):

Flint, Michigan

MacGregor - Radio Talk Show - 20th

Columbus

Vice President - 19th

Gurney - Cleveland - 20th

Buckley - 21st

Shriver:

Duluth

Jeno Paulucci - 20th

Minneapolis

Father McLaughlin - 18th, 20th

Vice President - 19th

Weinberger - 19th

Wednesday - September 20McGovern:

Northern, N.J. (N.Y. Media)

Kleindienst - NYC - 19th

Volpe - NYC - 19th, 21st

York, Pa. (Philadelphia Media)

Ed Nixon - 20th

Philadelphia

Richardson - 19th

Volpe - 21st

Harrisburg

Shriver:

Chicago

MacGregor - 20th

Butz - 21st/22nd

Thursday - September 21McGovern:

Camden, N.J. (Philadelphia Media Market)
 Ed Nixon - 20th
 Laird - Pa. - 22nd

New York City
 Hodgson - 22nd

Erie, Pa.
 Ed Nixon - Erie - 20th

Detroit
 Pat Gray

Shriver:

Chicago
 Butz - 21st, 22nd

Cleveland
 Gurney - 21st
 Ed Nixon - 21st

New York City
 Hodgson - 22nd

Friday - September 22McGovern:

Detroit
 Klein - 21st?
 MacGregor - 22nd?

Rochester, N. Y.
 Klein
 Cox

Pittsburgh, Pa.
 Volpe

Friday - September 22 (cont'd)Shriver:

New York

Hodgson - 22nd

Ed Cox - 23rd

Javits - 23rd

Providence

Father McLaughlin - 22nd

Saturday - September 23McGovern:

South Dakota (Rest Stop)

Shriver:

Las Vegas

Sunday - September 24McGovern:

Sioux City, Iowa

Hardin?

Dole?

5 Farm Senators?

Shriver:

?

TEXAS PROTECTIVE TEAM

Monday, the 18th

Tuesday, the 19th

Governor Dunn - Dallas

Romney - Houston

Conde - Houston

Wednesday, the 20th

Dunn - Austin

Knauer - Austin

Conde - San Antonio/Laredo

Thursday, the 21st

Lugar - Forth Worth/Dallas

Fletcher - Houston

Friday, the 22nd

Cook - Odessa/Midland

President

cc: Chuck Colson

may 1 AS
THE WHITE HOUSE
WASHINGTON

Date: 9/13

TO: LARRY HIGBY
FROM: GORDON STRACHAN

When raised at the 9:15 attack meeting Colson responded that the strategy was to ignore Shriver. He will not be attacked until later.

Wrong, besides that misses the point. It's not Schriver - it's the endorsement that would make an excellent mailing 7

#FU
9/12
Colony
your attack group
might find this
useful
L

Baltimore

A 4 THE SUN, Sunday, August 20, 1972

U.S. Arabs endorse McGovern

New York (Reuter)—The Democratic presidential candidate, George S. McGovern, who actively has been seeking the Jewish vote, yesterday won the endorsement here of the Arab-American community.

Dr. M. T. Mehdi, secretary-general of the Action Committee on American-Arab Relations, the leading such organization, urged all Arab-Americans to vote for all Democratic candidates.

If the Arab support of Mr. McGovern drives Jewish voters to the Republican party, "then let it be," he said in a

statement. He added that Zionists were narrow in their outlook and "closer to the right-wing Republicans than even Southern Democrats."

He said the Republican party platform on the Middle East situation was more "pro-Israeli" than the Democratic party's stand.

The New York state headquarters for the McGovern-Shriver campaign called the endorsement "yet another cynical ploy" of the Nixon administration, "obviously designed to hurt the Democratic presidential ticket in the Jewish community."

Jeb

L

Handwritten initials and scribbles

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

September 15, 1972

MEMORANDUM

This is nonsense! I hope we can turn it off. I don't intend to wear a pin in any case. What are our Nixon Buttons for?

MEMORANDUM FOR: *our Nixon Buttons for?* CLARK MacGREGOR

FROM: JEB S. MAGRUDER

SUBJECT: Distribution of Lapel Pins

An idea has come up for gaining increased use of the American flag lapel pin worn by the President. The thought being that the presence of this particular pin signifies, more than anything, the bond we all share in our endeavor to re-elect the President. Thus, in order to gain wider distribution of this pin, our thought is to:

- 1. Issue pins to all 1701/1730 and November Group staff, (volunteers included), with a cover memo from you.

APPROVE _____ DISAPPROVE _____

- 2. Provide all surrogates with pins for their own use as well as a supply of pins for distribution to their staffs and at their speaking locations. Again, these will go out with a note from you.

APPROVE _____ DISAPPROVE _____

- 3. Provide all State Chairmen with a pin for their use and a supply of pins for distribution to their staff and in their area. Your letter would accompany the pins.

APPROVE _____ DISAPPROVE _____

- 4. Issue pins to all voter block and citizen's committee heads for distribution to their membership. This distribution will include Ken Rietz and his corps of young folks who in turn can hand out pins during their "Bumper Blitz", as well as Pat Hutar and her legion of volunteers.

APPROVE _____ DISAPPROVE _____

5. Provide each advancement here at the Committee, as well as Ron Walker's office, with a full supply of pins to distribute as they move across the country.

APPROVE _____

DISAPPROVE _____

We would also order pins for the White House Staff (in conjunction with Bruce Kehrl) as well as for guests and staff of the Spirit of '76 (in conjunction with Dwight Chapin).

APPROVE _____

DISAPPROVE _____

Attached are memoranda for your signature which will be used for distribution to the groups noted above.

One last thought: If you agree with the basic idea outlined above, this may make a good news item and I'll pursue it with Al Abrahams.

COMMENT:

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 15, 1972

MEMORANDUM FOR THE STAFF

FROM: CLARK MacGREGOR

As many of you know, President Nixon always wears an American flag in his lapel as a symbol of his pride in our flag and in our heritage.

The President has asked me to present each member of his campaign staff with a lapel pin similar to his. I have attached one to this memorandum and suggest that you wear it proudly -- as an emblem of your belief in America and its future and as a token of your kinship with the President through this campaign.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 15, 1972

MEMORANDUM FOR: PRESIDENTIAL SURROGATES

FROM: CLARK MacGREGOR

As many of you know, President Nixon always wears an American flag in his lapel as a symbol of his pride in our flag and in our heritage.

The President has asked me to present each member of his campaign staff with a lapel pin similar to his. I have attached one to this memorandum and suggest that you wear it proudly -- as an emblem of your belief in America and its future and as a token of your kinship with the President through this campaign.

I am also enclosing a supply of pins for distribution to your staff and to people you meet in your speaking tours.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 15, 1972

MEMORANDUM FOR: PETER DAILEY
FROM: CLARK MacGREGOR

As you know, President Nixon always wears an American flag in his lapel as a symbol of his pride in our flag and in our heritage.

The President has asked me to present each member of his campaign staff with a lapel pin similar to his. I have attached one to this memorandum and suggest that you wear it proudly -- as an emblem of your belief in America and its future and as a token of your kinship with the President through this campaign.

I am also enclosing a supply of pins for distribution to your staff in New York. Should you need more, contact Lewis Dale at x394.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 15, 1972

MEMORANDUM FOR:

STATE CHAIRMEN

FROM:

CLARK MacGREGOR

As many of you know, President Nixon always wears an American flag in his lapel as a symbol of his pride in our flag and in our heritage.

The President has asked me to present each member of his campaign staff with a lapel pin similar to his. I have attached one to this memorandum and suggest that you wear it proudly -- as an emblem of your belief in America and its future and as a token of your kinship with the President in this campaign.

I am also enclosing a supply of pins for distribution to your staff and those with whom you have contact. Additional pins are available through Lewis Dale at National Headquarters.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 15, 1972

MEMORANDUM FOR: VOTER BLOCK AND CITIZEN'S
COMMITTEE CHAIRMEN

FROM: CLARK MacGREGOR

As many of you know, President Nixon always wears an American flag in his lapel as a symbol of his pride in our flag and in our heritage.

The President has asked me to present each member of his campaign staff with a lapel pin similar to his. I have attached one to this memorandum and suggest that you wear it proudly -- as an emblem of your belief in America and its future and as a token of your kinship with the President through this campaign.

I am also enclosing a supply of pins for distribution to each member of your committee and members of their staff. I would also like you to distribute pins to the audience at events held by your committee. Contact Lewis Dale at 1701 to replenish your supply.

Committee for the Re-election of the President

MEMORANDUM

September 15, 1972

MEMORANDUM FOR:

PAT HUTAR

FROM:

CLARK MacGREGOR

As many of you know, President Nixon always wears an American flag in his lapel as a symbol of his pride in our flag and in our heritage.

The President has asked me to present each member of his campaign staff with a lapel pin similar to his. I have attached one to this memorandum and suggest that you wear it proudly -- as an emblem of your belief in America and its future and as a token of your kinship with the President through this campaign.

I would also like you to distribute pins to our many volunteers across the country. Lewis Dale will ensure your needs are met.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 15, 1972

MEMORANDUM FOR: KEN RIETZ
FROM: CLARK MacGREGOR

As you know, President Nixon always wears an American flag in his lapel as a symbol of his pride in our flag and in our heritage.

The President has asked me to present each member of his campaign staff with a lapel pin similar to his. I have attached one to this memorandum and suggest that you wear it proudly -- as an emblem of your belief in America and its future and as a token of your kinship with the President through this campaign.

I am also having a supply of pins delivered to you for distribution to your legion of young voters as well as to be handed out during your "bumper blitz" program. Lewis Dale can replenish your supply as needed.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 15, 1972

MEMORANDUM FOR: THE ADVANCE STAFF
FROM: CLARK MacGREGOR

As many of you know, President Nixon always wears an American flag in his lapel as a symbol of his pride in our flag and in our heritage.

The President has asked me to present each member of his campaign staff with a lapel pin similar to his. I have attached one to this memorandum and suggest that you wear it proudly -- as an emblem of your belief in America and its future and as a token of your kinship with the President through this campaign.

I am also enclosing a supply of pins for distribution to all with whom you have contact around the country. To replenish your supply contact Lewis Dale at 1701.

(8)

STRATEGY MEMORANDUM

We've got to face the fact that there has been a change of view in the nation. The mood has changed and we no longer need to be against the status quo as we originally thought we did. Therefore, we should be selling on a positive basis of things being good, rather than bad, using, "Don't let them take it away." line.

On the use of the flag in the lapel, we can make the point that the reason the President wears it is that his daughters gave him a flag the morning after the November 3rd speech and it has a sentimental feeling for him.

HRH
September 21, 1972
HRH:kb

HRH:kb

September 21, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: L. HIGBY
SUBJECT: Billy Graham Phone Call

As I indicated to you, Billy Graham called yesterday afternoon to report on a matter that he is rather concerned about, namely, the formation by a group of several liberal church leaders from an organization for McGovern. Heading the organization will be a gentleman named Bishop James Armstrong who Graham has a lot of respect for. He is young, intellectual, a real go-getter and commmer in the church. Billy indicates that his sources say that they are setting up a coast-to-coast organization to raise funds, send letters to editors correcting misstatements about McGovern, hold church services for McGovern, issue discussions, run ads, etc. The first church service will be run Sunday, October 8.

His analysis of this whole situation is that it will have some impact, that it will involve somewhere between 200 and 300 leaders, and will probably grow beyond that. The attempt here is to make McGovern the candidate of the church.

At the formation meeting that was taking place on this subject, there was some question as to whether or not they should attack Billy Grhham because of his friendship with the President, but decided not to do this.

(6)

Billy, frankly, had no special advice at the time he talked to me, but during the next 24 hours he is going to be calling several of his friends within the church to get a reading on what they feel should be done. He is, I believe, willing to consider the establishment of an organization for church leaders for Nixon. Frankly, he is just a little surprised at what's happening here and wants some time to think about it.

I believe he would like to talk to you and will be at his residence for most of the day and available to talk.

He mentioned that he had been making several statements around the country that are pro Nixon and said we could use those statements wherever we want once they have been put into public print.

I suggest you call Graham.

LH:kb

September 21, 1972

MEMORANDUM FOR: CHARLES COLSON

FROM: H. R. HALDEMAN

Regarding the Vice President's role, he should not take McGovern on -- that's better for Connally to do this. The Vice President should compare the President and McGovern on the record, highlight our progress on Revenue Sharing and so forth, build the idea of the new American majority, not a Republican majority.

He should work for the election of Congressmen and Senators who will support the President, not who will support Republicans.

It's good for us to be positive in terms of all of our speakers -- positive and not irritating, except for Connally who should take McGovern on.

All surrogates and the Vice President should be a contrast to McGovern. They should be pro President and pro America. Things are good. The economy is looking up. We should quit running down this country, be proud of our President and our young people. Show your pride by voting on election day. Make this the biggest vote in history -- whichever side you vote on.

There should be a memo to all surrogates on this line. They should compare today to '68, how things have changed and enumerate this, spell it out.

103

We should use the line, "Don't let them take it away.", peace, the economy, our progress on narcotics, on law enforcement, Judges, the end of permissiveness, income, etc.

Be sure we stop releasing surrogates' schedules. This is counter-productive.

HRH:kb

Committee
for the Re-election
of the President

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

To
it
9/22

September 21, 1972

MEMORANDUM FOR: CLARK MACGREGOR
FROM: FRED MALEK *JVM*
SUBJECT: Report on Canvass Kick Off

Most of our field reports from the fifty canvass kick off cities are now in. They confirm what we have all felt; namely that the canvass kick off was an unqualified success. We knew on Saturday that the canvasses had gone well - a good number of enthusiastic volunteers turned out door to door; the surrogates appearances went smoothly, and the surrogates enjoyed themselves. This activity in itself fulfilled our goals of getting the state campaign organizations started on their canvasses, of pinpointing our organizational weaknesses, and of coalescing the Political Division, RNC's Field Division and the Tour Office into a team.

Also, on Saturday, we knew there was extensive coverage of the canvasses by television, radio and the press. However, we did not know how the media would play it on the air on Saturday and in the Sunday papers.

Fortunately, the story took a home-team bounce and we got extensive, favorable, national and local media play. Because of this favorable coverage we did fulfill the central goals of canvass kick off:

1. To publicize the importance of door to door canvassing in this election by using major administration figures going door to door.
2. To dignify the role of the volunteer.
3. To indicate to the public that we are interested in people, not special interests and are anxious to take our candidate directly to them.

While our reports on the media coverage and the canvass outcome are not yet complete, I can give you specifics on each.

Media Results

National media coverage was as follows:

- . Network TV - Coverage on Saturday's news by all networks (over 3 minutes on CBS). CBS also used footage on Sunday's Campaign Wrap-up. Coverage was quite favorable.
- . National Press - On Saturday, eight stories went out over the AP wires and two were carried by UPI. The New York Times and The Washington Post carried stories although they were not on the front page. Coverage was favorable.

Local media was as follows:

- . 97 local TV stations covered the event in the 42 cities which have reported. Total air time in the 10 cities for which we have reports averaged 6.5 minutes. The coverage was both lengthly and favorable - Atlanta, for example, devoted ten minutes to Harry Dent on the canvass.
- . In most cities, local radio carried the canvass on the news; we have no time breakouts.
- . All local papers carried the canvass in the Sunday papers. To date we have clipped 102 articles from 36 cities. Eleven of these were given front page space. The coverage was extensive (most articles covered several columns) and favorable, as can be seen from the attached samples.

Canvass Results

In the fifty local headquarters from which we ran the surrogate canvasses, 10,650 volunteers went door to door. This figure does not include those canvasses operating out of our other headquarters on Saturday. (For example, six other canvasses were held in Virginia, four were held in Denver in neighborhoods other than where Mrs. Knauer participated; 700 canvassers hit the streets in the Bay Area from other headquarters.)

We estimate that our volunteers called on almost 700,000 households throughout the country and contacted over 1.5 million persons. Unfortunately, we do not yet have complete reports compiled, but partial returns add up as follows:

Households Contacted	164,397	
For the President	89,996	61.7%
For McGovern	26,530	18.2%
Undecided	29,236	20.1%
Not-At-Home	36,592	

These figures support our latest polling results. Importantly, the percentages were consistent from city to city and state to state.

Follow Up Steps

As I mentioned earlier, the kick off helped us spot both the strengths and weaknesses in the state organizations where the canvasses were held. We expected and found weaknesses in several of our key and battleground states. In these cases - New York, Pennsylvania, New Jersey, Texas, California and Missouri- I have already moved to speed up the effort to organize the canvasses by assigning one or two of our national fieldmen full time to each state.

In conjunction with these assignments I have talked to each of these states and asked them to work with my staff to organize statewide canvasses for Saturday, October 7 (California will go on September 30). We will put second line and local surrogates in the major cities in each of these states and use them as a motivating tool to force volunteer recruitment and canvass preparation. I will report to you on the progress of this special effort in the coming weeks.

* * *

In summary, the day was a success on all fronts and is one which all of us can be justly proud. Particular praise should go to the campaign team here - the scheduling office, the tour office, the political division and the RNC's field groups. However, we have all been sobered by the job ahead if we are to meet our canvassing goals nationwide. You may begin to hear screams as I begin to put pressure on those states which are behind to get the canvassing job done. I believe Saturday proved that forcing this activity is well worth the price.

Attachments

SAMPLE PRESS CLIPPINGS

Austin

Boston

Milwaukee

Kansas City

Philadelphia (2)

New York Times (Pittsburgh)

Wheeling, West Virginia (Columbus)

Tampa (New York City)

Baltimore

Los Angeles

Treasury Secretary Hits Hustings Here

SCHULTZ

(From Page One)

the President headquarters, 815 W. 24th St., to meet with workers.

"With the Democratic vice-presidential candidate suffering from foot and mouth disease the way he is," Miss Reagan told the workers there, "I think we'll get all the young people's votes."

The treasury secretary was scheduled to return to Washington by commercial airline Saturday afternoon, according to Akin.

By WAYNE JACKSON
Staff Writer

Treasury Secretary George P. Schultz was in Austin Saturday to kick off a door-to-door drive by the Committee to Re-elect the President, by knocking on doors himself.

He was joined in the half-hour canvassing effort in West Austin by actress Maureen Reagan, daughter of screen star Jane Wyman and California Governor Ronald Reagan.

The canvass is a part of a nation-wide campaign aimed at reaching 75 per cent of the voters by election day, according to a Nixon campaign press aide, Hugh Akin.

Schultz and Miss Reagan knocked on doors along Harris Boulevard Saturday morning,

urging citizens to vote for Richard Nixon and encountering a variety of responses in the process.

One citizen, Mrs. P. B. Price of 2527 Harris Blvd., said she, "couldn't imagine what in the world was going on," when the bus containing the treasury secretary and Miss Reagan, along with about 20 newsmen, campaign workers and Secret Service agents drove up.

"I thought it was some kind of a donation again," said Harry Bernhard of 2535 Harris as the group approached him.

Bernhard, who was washing his car when confronted by Schultz and Miss Reagan, told them that "I don't think you'll have any problem," adding he plans to vote for Nixon.

Of the eight houses at which Schultz and Miss Reagan stopped, they encountered four persons who said they supported the President, and two who plan to vote for McGovern. They got no answer at one house and encountered a youngster at the other who said her mother was "taking a bath."

Mrs. O. V. Koen of 2604 Harris told Schultz and Miss Reagan that she was "impressed" at meeting them and noted that she had seen Miss Reagan at the Country Dinner Playhouse, where the actress is currently appearing in "Any Given Sunday."

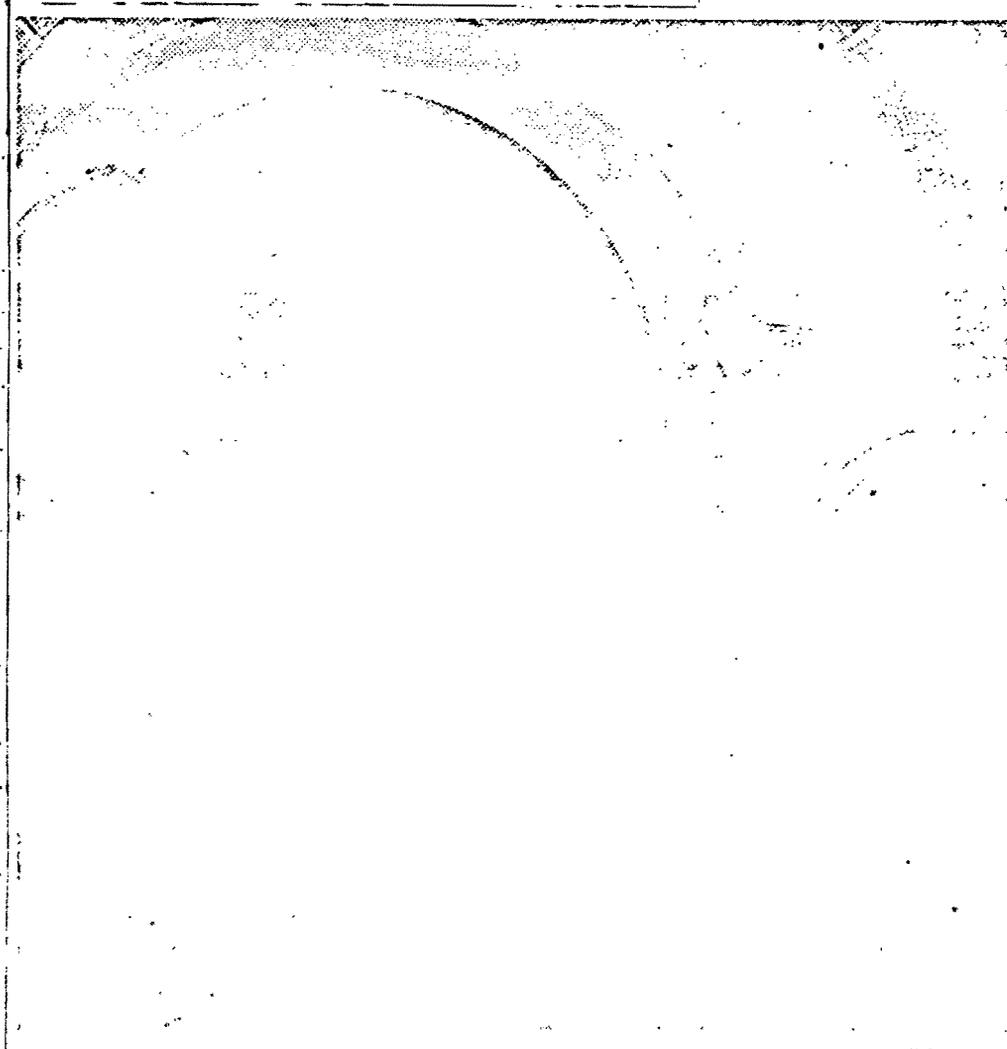
"But we're all registered Democrats, so I don't think you'd like us," she quickly added.

Prior to the canvass by Schultz and Miss Reagan, they went to a group of about 100 persons at the regional campaign headquarters at 203 E. 11th St.

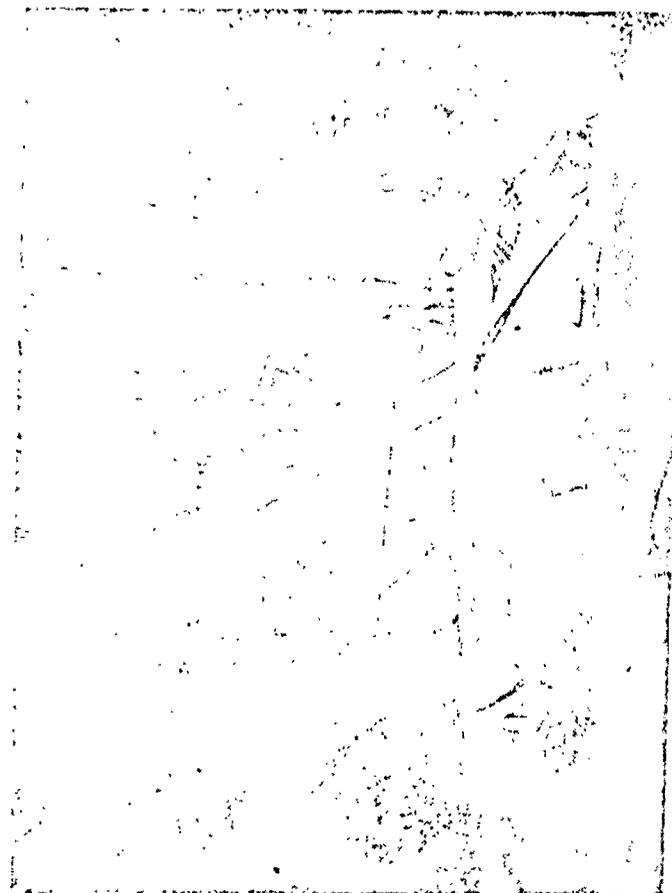
Referring to the election, Schultz said, "It is our duty to be here to help you decide what to do."

After the canvass, Schultz and Miss Reagan went to the local newspaper.

(Continued on Page 2)



TREASURY SECRETARY GEORGE P. SCHULTZ CANVAASING FOR NIXON



WALKING WITH PURPOSE—Gov. Francis W. Sargent chats with Mary Kadish during his walking tour of West Roxbury for President Nixon. (George Rizer photo)

GOP canvasses

By Richard M. Weintraub
Globe Staff

BOSTON
President Nixon's troops showed Sen. George McGovern yesterday that the politics of canvassing, voter identification and field organization in Massachusetts isn't the sole possession of the Democratic presidential candidate.

Lead by such Republican luminaries as Gov. Francis Sargent, US Transportation Secretary John Volpe, Lt. Gov. Donald Dwight, Ambassador Henry Cabot Lodge, US Rep. Hastings Keith and former New York Giant football star Andy Robustelli, Nixon workers spread out through the Democratic heartland of West Roxbury in search of potential GOP votes.

Hopping out of his car on Lyall street in Ward 20, Precinct 17, Sargent ran into a problem at the first house he went to when no

one was home, but after that it was all fun and good words for the Nixon candidacy.

Joseph Santoro, of 65 Lyall st., when asked whether he would consider voting for Mr. Nixon, said: "I'm all the way for Richard Nixon."

Santoro told Sargent: "I'm surprised to see you in this neighborhood. Thanks for coming."

Attracting crowds of neighborhood residents and passersby as they made their way through the area, Sargent and the other Republican VIP's found themselves as much of an attraction as the purpose of their visit.

Mary Friedman, of 90 Lyall st., clutched Sargent's hand excitedly and said: "I can't believe this. I can't believe you're really here. I'm so excited."

Mrs. Friedman had called her sister, Mary Kadish of 775 LaGrange

West Roxbury for Nixon vote

st., West Roxbury, who came running in time to catch Sargent as he was leaving the Friedman home. Out of breath, she said: "You're much handsomer in person."

Both said they were likely Nixon voters.

Volpe, while campaigning on Bonair road, found out a little bit about what was on some of the voters' minds.

Myron Levine, of 45 Bonair rd., president of the Boston Association of Retail Druggists, used the occasion to plead with Volpe and Sargent, who later joined the sidewalk conversation, for more protection for druggists.

"I've been held up twice this year," said Levine, who also indicated he was a Nixon supporter.

When Sargent went to the Ward home on Bonair road, he found Mary Ward working on the lawn in the back yard.

"How old are you?" Sargent asked.

"I'm 16," Mary responded.

"Oh, you're not old enough to vote. Is your inother home?" Sargent asked.

Mary, who seemed a bit taken aback by meeting the governor and the retinue of reporters and photographers who were with him, replied shyly: "Yes, but I don't think she can come out."

"Would she vote for President Nixon?" Sargent asked.

Mary replied meekly: "I think so."

Earlier yesterday morning before the dignitaries and campaign workers spread out through West Roxbury, Volpe — who was the official representative of Mr. Nixon — told the assembled campaigners: "My admiration for the President has grown by leaps and bounds and

his stature has grown by leaps and bounds. President Nixon welcomes this new majority."

Greg Gallagher told the crowd of 250 (500 had been expected) in the auditorium at Catholic Memorial High School on Baker street that yesterday was the "beginning of a full-blown campaign here in Massachusetts." He is the state executive officer for the Massachusetts Committee to Re-elect the President.

How many times Lodge, Sargent and Volpe will go knocking on Massachusetts doors during the rest of the campaign is perhaps questionable. But according to Gallagher, yesterday's extravaganza is only the beginning of an intensive Republican effort in the state on behalf of Mr. Nixon's campaign.

"We have spotted 121 cities and towns where Democrats and Independents

swing over and vote for a good Republican candidate," Gallagher says.

This was done by a careful analysis of elections — back to 1962 — involving Sargent, Volpe and US Health, Education and Welfare Secretary Elliot Richardson.

The Nixon organization in the state also has set up as "target precincts" those precincts in the 121 cities and towns that cast at least a 30 percent vote for Mr. Nixon in 1968. These will be covered first in the projected voter canvass, with others to be done as time and personnel permit.

Gallagher expects the Massachusetts organization to be set up and headquarters operating throughout the state by the end of this month. October will be spent on voter registration and voter canvassing, with the last week of the campaign given over to setting up the Election Day operation.

Senator Goes a-Calling at Grass Roots

As a topless Glendale man discovered Saturday, you never know who's going to come calling when an election campaign is underway.

In this instance, it was a United States senator from Tennessee, William Brock, accompanied by two Nixonettes and trailed by assorted cameramen and reporters.

The man, who had stripped part way down to wash his car, seemed more interested in how his bare chest might look on television than in politics. But he told Brock he

planned to vote for President Nixon.

In fact, in a door to door tour of 10 houses on N. River Forest Dr., north of W. Silver Spring Rd., the chairman of the Congressional Advisory Committee of Young Voters for the President found no George McGovern backers at all.

How Things Went

Although the senator is predicting Nixon will get the biggest margin of any presidential candidate in the 20th century, he's not looking for

a 100 to 0 score in November, in Glendale or elsewhere. Ten houses do not make a definitive survey, but here's how things went at them:

House 1: A young woman who answered the bell said she's undecided. "Who are you voting for, Dad?" she asked her father. He said he was undecided, too. One of the two Nixonettes—a pair of coeds, Elizabeth and Nancy Helminiak, 9625 W. Meadow Park Dr., Hales Corners—dutifully marked two undecideds on her card. The coeds

are from the University of Wisconsin—Madison.

House 2: The occupant was in his yard, curious about all the strangers, and he said he'd vote for Nixon "but not for Mr. (Robert) Kasten," who's running for the state Senate.

House 3: A woman who answered the door said, "I'm going to vote the way my son tells me."

House 4: After some delay, a young woman in a blue bathrobe came to the door. She said she's working in

school for Nixon and her parents are going to vote for him.

House 5: No one home.

House 6: The home of the shirtless one.

He Quit Voting

House 7: "I quit voting," the man in the yard here said. "Too many crooks. I've voted in primaries and elections all my life but they've got too many of these guys up there who—" he finished his sentence by rubbing his fingers

Turn to GOP, page 7, col. 1

Sunday

From page 1

together in a gesture indicating acceptance of money.

"We're trying to change that," Brock said, and asked how he felt about the president.

"I like him. He's a good family man. A wonderful man. I think the world of him. But I've quit voting. All eight in my family have quit voting. Things are too crooked in Madison and Washington."

Walking away, the senator told those accompanying him that he never knew quite how to respond to an attitude like that.

"Once in a while I feel the same way myself," he admitted.

ted. "But what you should do is not get discouraged at how things are going but get mad about it."

House 8: Told he could help by voting for the president, a man here said, "If that's all the help you want, I can give you that." He and his wife are registered, he said, and they'll vote for Nixon.

Voting for Nixon

House 9: Nixon wins again—"We're all voting for him. We've been registered for ages already."

House 10: Something of an afterthought. The senator was ready to head back downtown, where he was to meet with young campaign workers at Marquette Uni-

versity, but someone had noticed a young mother and two photogenic children going into a nearby house. If they'd come out to talk to the senator, it might make an appealing picture. But it didn't work out. The kids stayed indoors and their mother said she was undecided.

Brock's door to door canvass was part of a national Republican effort "to publicize the role of the volunteer in politics." In 47 other cities, some of the more important figures in GOP politics went door knocking.

New York got Mrs. Pat Nixon, Columbus got Tricia Nixon Cox and Philadelphia got Julie Nixon Eisenhower.

Before Brock started pushing door bells, he talked to several hundred volunteers outside the Bavarian Inn, telling them that the American philosophy of government was predicated on the rights and responsibilities of the individual, so it was important to give everyone a chance to get involved in the political structure.

Volunteers Fan Out

The volunteers, mostly young, then fanned out into various neighborhoods to canvass voters, urge unregistered ones to get registered and, in general, promote the Republican cause.

Earlier, Brock said in an interview that his party needed

to get new people involved, particularly the young, and expected to have a million persons aged 18 to 24 on its rolls by November.

In 1962, when he was elected to Congress for the first time, he was the first Republican to be his district's representative in 42 years.

"I was 29 when I started to campaign and 31 when I was elected," he said. "My district was 85% Democratic and the only people I could get to listen to me at first were the ones under 30."

"Nobody's" Listening

"In 1970, when I ran for the Senate against Albert Gore, the party registration figures in Tennessee were

terrifying. But I had 10,000 young volunteers working for me and I won.

"The young people as well as others complain that nobody's listening to them. We've tried to create the kind of campaign that gives everyone a voice. We try out the objectives and let the young people themselves work out ways to achieve them.

"We're putting most of our effort into getting the working young involved—50% of Americans aged 18 to 24 are in this group. The polls show the president is supported about 3 to 2 by young voters, so we want to get them all registered."

Milwaukee Journal
7/17 p.1

Senator

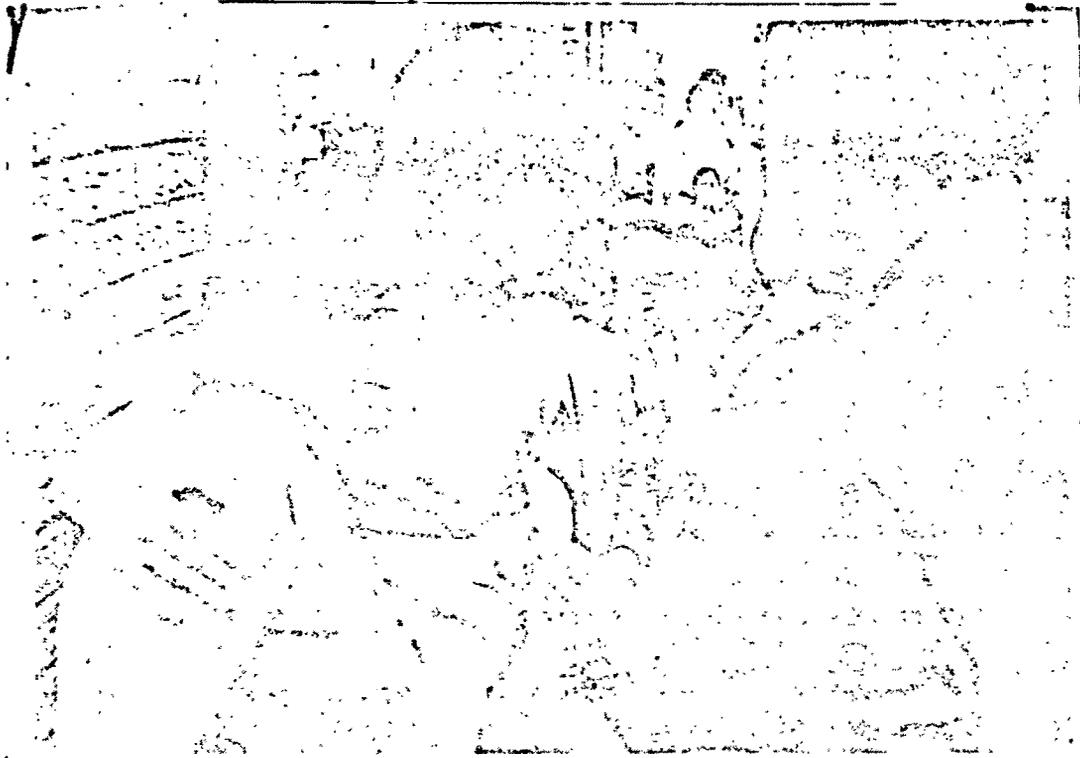
PHOTOGRAPH BY



Earl Butz, secretary of Agriculture, left, and President Nixon, right, are seen at the White House. Butz is seen here talking to President Nixon.

Nixon's bid for re-election. Butz arrived here to participate in the Republican Convention. (Special to the Star by Michael A. McHugh)

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Julie hugs Mrs. Evelyn DeAntonis on threshold at 1128 Pierce st. Inquirer Photo by CHARLES JAMES

'Hello, I'm Julie . . .' Surprises Residents Door-to-Door Tour Sets South Philadelphia Vibrating

By KATHY BEGLEY
Of The Inquirer Staff

Mrs. Evelyn DeAntonis was cooking a big pot of chicken cacciatore Saturday when someone rang the doorbell of her two-story row home in South Philadelphia. It was Julie Nixon Eisenhower.

"You can imagine my surprise when I opened the door and saw her standing there on the steps," Mrs. DeAntonis said moments after President Nixon's daughter had dropped in as part of the GOP campaign kickoff in Philadelphia.

"If I had known she was coming, I never would have

looked like this," she added, wiping beads of perspiration from her forehead and glancing down at her worn, pink housedress.

AS MRS. DeANTONIS, 58, stood on her steps at 1128 Pierce st. bemoaning her tomato-sauce-stained apparel, the President's 21-year-old daughter had already been whisked across the narrow street to another house by District Attorney Arlen Specter and his wife, Joan.

"Hello, I'm Julie Nixon Eisenhower," she said, pointing to the name tag on her belted, mint green dress. "And I'd

like you to vote for my father in November."

The crowd in the traditionally Democratic, Italian neighborhood seemed to love the personal touch.

Each time Julie mentioned her father, the 500 people crammed onto the typically congested South Philadelphia street cheered and waved "We Love Nixon" signs distributed at a GOP headquarters a block away.

"THIS IS a great campaign idea," said Ralph Avellino, 27, after Julie visited his home at 1115 Pierce. "She really sends

out good vibes (vibrations)."

Further up the street, a camera and sound crew getting footage for television commercials was methodically recording all the "good vibes" on film.

"Look over here a little more, Julie," one cameraman yelled as Julie and the Specters visited one of the five homes on the tour list.

Not coincidentally several of the residents visited during Mrs. Eisenhower's brief canvassing said they were "personal friend" of Democratic Mayor Frank L. Rizzo, who is supporting Mr. Nixon.

Campaign '72

McGovern Campaign Beginning to Click

By DAN LYNCH
Inquirer Political Writer

Just a few weeks ago, George McGovern's critics were saying he couldn't draw a crowd in Philadelphia if he rode nude down Broad st. on a white horse.

But at his Center City rally Wednesday, the bland and unimpressive Democratic presidential candidate who mumbled

the enormous turnout.

But McGovern's people also credit superior advance work for producing the spectacular mob action. And, they say, it's just one more indication the campaign is finally pulling it-

self together, representing some of the smoothest political work done by McGovern. From plainly there in the primaries but then returned to him in the primary loss on his party's



MR. NIXON

Nixon 'World Sitting at

By JAMES McCARTNEY

Of The Washington Post

WASHINGTON. President Nixon is in the middle of a reelection campaign - but he hasn't given a campaign speech for more than three weeks.

An 11-hour speech on Tuesday followed a television speech on the 15th, after a

and more to come.
employ only union labor
the open-shoppers' com-
es, on whom some of them

mions to let up on do-little
ational strikes over which
strictions, long coffee breaks

h pains thinking about Al-
Continued on Page 8, Col. 1

school board.
—\$10.3 million from the U.S.
Department of Housing and
Urban Development for par-
tial rehabilitation of 560 hous-
ing units.

Rizzo: 'More Coming'
"I think he (Rizzo) could
have done better. He could
have gotten more. Now, I
hope he will use the money
well, not squander it," Tate
said.

"That (the \$52.3 million)
isn't all we're getting," Rizzo
said. "We have more coming,
which will be announced
soon. If Tate wants credit, let
him have the credit for the
condition the city was in when

Divert \$12 Million
Three weeks ago Mayor
Rizzo promised to divert \$12
million to the district and last
Thursday he pledged another
\$10 million of federal funds
which President Nixon prom-
ised him in Washington.

In addition, a plea for more
funds by the Mayor, City
Council members and school
officials in Harrisburg last
Tuesday produced a tentative
promise from state legislators
to provide \$16 million to
Philadelphia's schools in ad-
vance payments for special
education classes.

Not new money, the \$16 mil-
lion would be deducted from

city banks to consider once
again extending loans to the
beleaguered school district.
Without short-term loans,
which the banks had refused
as late as last week, the
school district could not meet
its second payroll.

John R. Bunting, chairman
of the First Pennsylvania
Corp. and consortium head,
said Thursday, "Develop-
ments this week have been
extremely favorable and I ex-
pect that after the next meet-
ing of the consortium, its atti-
tude may change."

Meanwhile, the teachers
strike continues seemingly
Continued on Page 4, Col. 3

Julie Stumps For Nixon In South Phila.

By LAURA MURRAY
Of The Bulletin Staff

Julie Nixon Eisenhower
breezed through South Phila-
delphia yesterday for a politi-
cal rally and a fast two hours
of door-to-door campaigning.

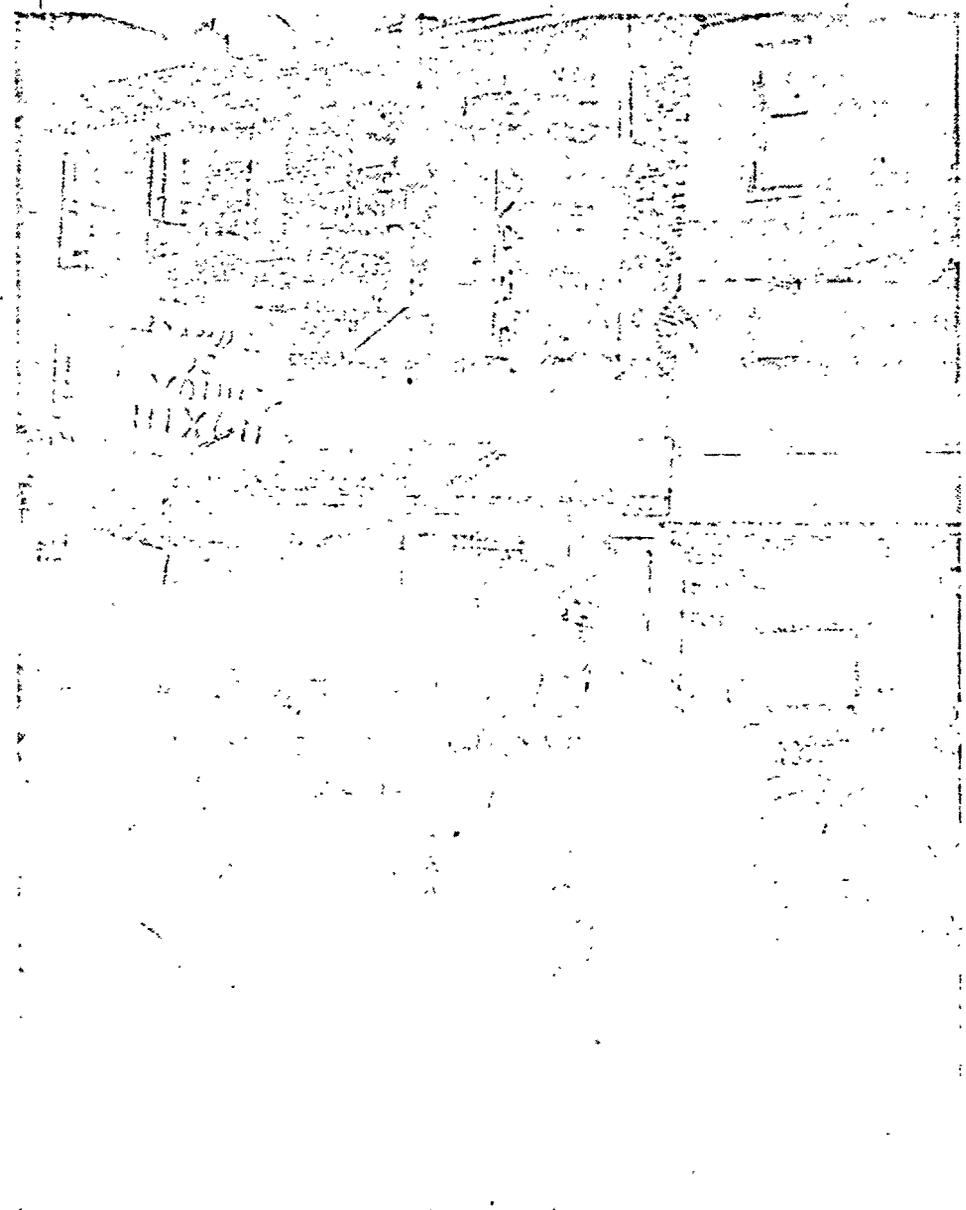
She was in and out of the
city almost before you could
blink but not before hundreds
of South Philadelphians
cheered her and promised
their support.

Mrs. Eisenhower, the Presi-
dent's younger daughter, first
appeared at a curbside politi-
cal rally in front of a store-
front "reelect the President"
office at 1709 E. Passaic
ave., one of 22 such offices
across the city.

She arrived at 10 A.M. from
the airport to a crowd of 700,
a sea of handmade pro-Nixon
signs, and the strains of "God
Bless America," played by
Walter Cassio's fife and drum
band.

After being introduced by
District Attorney Arlen Spec-
ter, state chairman for Mr.
Nixon's reelection campaign,
Mrs. Eisenhower spoke for
five minutes, telling the
crowd, "When I see your en-
thusiasm I know now we're
Continued on Page 22, Col. 1

They're My Children
Ten years ago a lot of us
didn't feel that way. Today
we can't get along on today.



Mrs. JULIE NIXON EISENHOWER, daughter of the President, addressed a crowd at 1709 E. Passaic ave. on behalf of her father's reelection.

an old
stand-

him to
where he
ing up in
and it's
with the
10, Col. 1

Julie Visits South Phila.

Continued From First Page
going to carry the state in a big way." Mr. Nixon lost in Pennsylvania in 1960 and 1968 by narrow margins.

Shortly before she arrived, a handful of persons carrying anti-Nixon signs were set upon by Republican partisans, who ordered them to "Get rid of the signs," and in one case did it for them.

Protesters Ordered Out

The sign-carriers, who originally had been given space to demonstrate on the sidelines, were ordered out of the area by city plainclothes policemen "to avoid trouble." The protesters could not be identified.

Mrs. Eisenhower's appearance helped formally kick off the Nixon campaign's national neighborhood canvassing and voter registration drive. Members of her family and her father's campaign staff appeared elsewhere around the country.

When asked whether the voter registration effort was to be nonpartisan, Mrs. Eisenhower replied:

"Oh, no; the first question I ask is whether they're going to support my father. If they aren't, we let the other side register them because we're trying to get out the potential vote for my father."

She shrugged and giggled. "That's politics."

Climb Over Ropes

When Mrs. Eisenhower stepped down from the podium the crowd climbed over restraining ropes to get close to her. They shook her hand, touched her and held out placards, posters and scraps of paper for her autograph.

Cries of "Please, come back," "Oh, thank you so much," and "Isn't she pretty" followed her through the crowd.

Eventually Mrs. Eisenhower, flanked by Secret Servicemen for a path so she could get on with the disorderly crowd. About 100 persons pushed her down the street.

Visit 5 Homes

She visited on five doors

in the 1100 block of S. Pierce st., startling and delighting householders. Housewives blushed and apologized "for the way I'm dressed."

The home of Mrs. Evelyn Deatonis at 1128 S. Pierce st. was the first one Mrs. Eisenhower visited.

Mrs. Eisenhower asked the same questions at each house: will you support my father, are you registered, and do you need absentee ballots.

After she left Mrs. Deatonis grasped the porch handrail on her porch and said, "My God, look at me, I'm shaking. I'm a Democrat but I'm going to vote for Nixon. I vote for him because I like him, I like the family. They're a simple family."

After that block Mrs. Eisenhower was driven to another part of the 39th ward, the 200 blocks of Wolf and Daly sts., where she visited almost every house.

Wedding Day

At 227 Wolf, Joan Maloney came out in hair rollers and a white robe. "I don't believe it," she exclaimed. She apologized for her appearance, explaining that she was to be married at 3 P.M.

Mrs. Eisenhower congratulated her and gave her the red roses that had been given her by Republican leaders of South Philadelphia.

"Thank you, but when do I send the thank you note?" she called after Mrs. Eisenhower. A Secret Serviceman suggested that sending it to the White House would do.

Bike Riders Sought To Benefit Retarded

The Philadelphia Association For Retarded Children is recruiting riders for the statewide "Ride A Bike for the Retarded Day" to be held here on Oct. 1.

The official route will cover 12 1/2 miles, starting at the north side of City Hall, through Independence Hall, along the East and West River drives and returning to City Hall.

VISITS COLUMBUS

Tricia Greet Ohio Residents

COLUMBUS, Ohio (AP) — Tricia Nixon Cox came to Columbus Saturday to stump for her father's re-election and about 100 suburban residents told her she needn't have bothered—they were going to vote for her dad anyway.

Tricia failed to meet a single supporter of President Nixon's Democratic opponent, George McGovern, in the two hours of handshaking and doorbell ringing she spent in Grandview Heights, a Columbus suburb.

"Even if they are Democrats, it doesn't mean they're not supporting my father," she noted pertly when a bystander remarked on the apparent shortage of Democrats in the area.

Earlier Saturday, Tricia spoke to a crowd of some 400 Ohioans in nearby Upper Arlington, officially opening a neighborhood campaign headquarters here.

She promised the crowd that neighborhood campaigning would be the backbone of the Nixon re-election effort, and predicted they would "participate in the most important people campaign in the history of our country."

A handful of anti-war protesters demonstrated outside the campaign headquarters at the Upper Arlington site.

Tricia's campaign headquarters in Columbus was a busy place Saturday. She was surrounded by reporters and photographers, and a steady stream of well-wishers. She was seen shaking hands with many of them, and posing for photographs. She was also seen talking to a group of young people who were gathered outside the headquarters.

reporters and photographers, urged support of her father.

But a few residents, coming to the door to find the President's daughter on the porch, were flabbergasted by the experience.

"I was just going out to mow the lawn when she came to the door," said Patricia Thomas, wife of a roller bearing employe. "I've never been so thrilled in my life," she added.

"It's just terrific. You can bet I'm voting for Nixon."

A widow of two years, 80-year-old Jessie Taylor, told Tricia she had "always been a Nixon supporter and I always will be. I just love your father and your mother."

After about an hour along the street, Tricia was ushered back to her motorcade and left for the airport.

Predictions that football-crazy Columbus residents might be more interested in Ohio State University's game Saturday afternoon with Iowa than with politicking appeared to be unfounded.

Police used a roundabout route to take Mrs. Cox back to her apartment and reported no trouble.

For her part, Tricia was excited and enthusiastic about the campaign. She was seen shaking hands with many of the well-wishers and posing for photographs. She was also seen talking to a group of young people who were gathered outside the headquarters.

Tricia's campaign headquarters in Columbus was a busy place Saturday. She was surrounded by reporters and photographers, and a steady stream of well-wishers. She was seen shaking hands with many of them, and posing for photographs. She was also seen talking to a group of young people who were gathered outside the headquarters.



AP

Mrs. Cox campaigns

Tricia Nixon Cox, President Nixon's daughter, stopped to talk to Jesse Taylor, 80, while campaigning in Columbus, Ohio, yesterday morning. In a door-to-door campaign, Mrs. Cox visited 15 homes and opened a neighborhood Nixon headquarters.

Pat Nixon Kicks Off N.Y. Canvassing . . .

By RICHARD GOLDSTEIN

NEW YORK (UPI) — First Lady Pat Nixon, speaking over the chants of a small group of antiwar demonstrators, kicked off a simultaneous 52-city vote canvassing drive yesterday with a warning against over-confidence by her husband's supporters.

Mrs. Nixon, alluding to surveys showing the President far in front of Sen. George McGovern, told the rally, "We hear a lot about the polls" but "the important polls are on election day."

AS SHE SPOKE about a dozen persons in the generally enthusiastic crowd shouted "Stop Nixon, stop the bombing."

Accompanied by Gov. Nelson A. Rockefeller, she later visited a Nixon campaign office and talked by telephone with two voters picked at random.

Rockefeller telephoned Jane Za-

lewski, a Brooklyn housewife, and after telling her that he really was the governor — "I'm not kidding" — put on Mrs. Nixon, who asked, "Did you recognize his voice?"

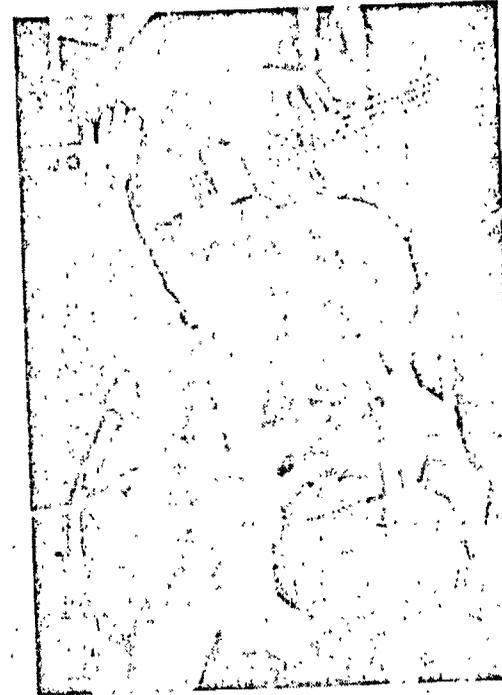
Mrs. Zalewski later said that during the conversation she thought she was talking to Mrs. Happy Rockefeller, not the first lady. "I was just so shocked that they called our home," said Mrs. Zalewski, who described herself as "a Nixon supporter" although "I'm for the Democratic ticket usually."

SHARON BENFANTE, a Queens housewife, was the second person Mrs. Nixon talked to. Asked later what was said, Mrs. Benfante replied "I was very excited, I hardly remember. I told her I'm a Nixon fan all the way. It really wasn't much of a conversation."

Later, as Mrs. Nixon was led to

her limousine, a young man tried to engage her in a debate about the Vietnam war, saying "the north isn't bombing anybody."

She did not answer but Rockefeller, who was at her side, sprang to the defense of the administration, saying "they're (the North Vietnam-



Pat Nixon Campaigns In New York

. . . The GOP canvassed U.S. for votes yesterday (AP)

ese) the ones who invaded on the ground."

"Who asked you?" replied the youth.

The simultaneous canvass actions across the nation consist of door to door and telephone drives for voters in support of President Nixon.

Door to Towson door

Nixon's brother canvasses here

By TRACIE ROZHON

Ding dong.

"Hello, I'm Mr. Nixon."

Shrieks from inside the neat Towson row house on Skidmore court. A woman, her hair in curlers peeks through the screen door and sees Secret Service men and reporters. More shrieks.

No, President Nixon was not in Baltimore county yesterday, but his brother, Edward Nixon, was.

The younger and thinner Mr. Nixon was conducting his first canvass outside his home town of Lynwood, Wash.

Handbook methods

"It isn't too different," he remarked, "except there's more people at home here. In Lynwood, they take off for the mountains on weekends."

Mr. Nixon is a fine canvasser, relaxed and friendly. His methods come straight out of the canvassing handbook presented each volunteer.

Although most residents in the Skidmore court area voiced approval of the President's policies and promised to vote Republican, one woman dared tell the President's brother she was leaning toward George S. McGovern, the Democratic vice presidential candidate.

No argument

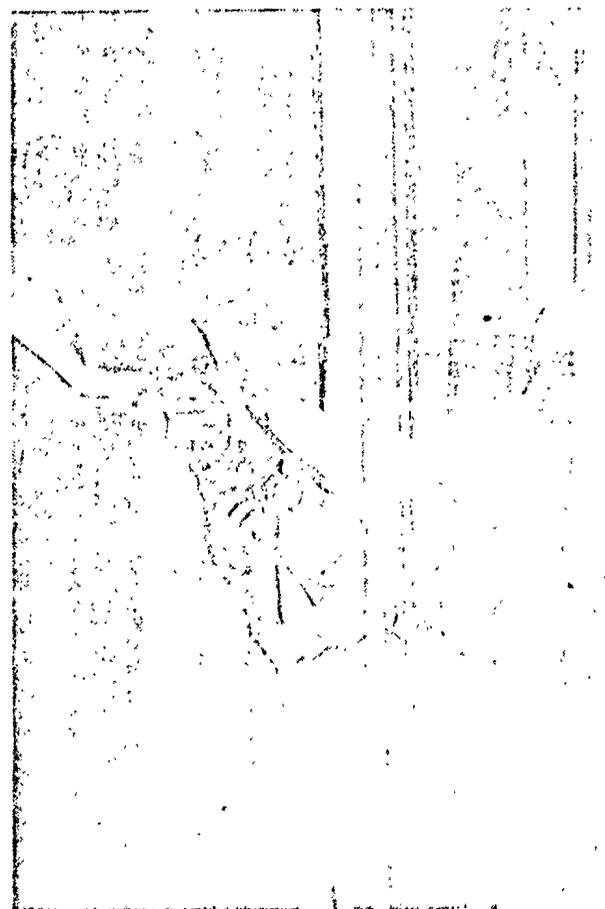
Mr. Nixon, like any good campaigner, was undaunted—and succinct.

"Well," he smiled politely, "thank you for your opinion."

The handbook instructs canvassers not to argue with the opposition.

But most of the doors that opened to Mr. Nixon were closed to McGovern.

See BROTHER, A21, Col. 2



Edward Nixon talks with Nancy Menefee in the Towson area during a day of campaigning for his brother. Mrs. Menefee was among the few McGovern supporters Mr. Nixon encountered in his door-to-door canvass of the Baltimore county neighborhood.

Suppliers photo—Western Sanger

But the park service is bringing people into the national parks, but to keep automobiles, home trailers, sport facilities and commercialism out.

The report praised the National Park Service and the National Parks Commission for making it to make this study. "For explicit criticism was an inevitable result."

The foundation president, Sidney Howe, wrote that the federal agencies left their "hands off" the preparation of the report while cooperating fully with the foundation's investigation.

The result was a set of recommendations widely to

Anti-hijacking devices bought

Washington (AP)—A \$27 million purchase of 100 walk-through passenger screening devices and 1,000 hand-held units for additional security was announced yesterday by the Transportation Department.

John A. Volpe, Transportation Secretary, said the units would be operated and maintained by the airlines for screening passengers before boarding.

All the hand-held units are to be delivered by November. The walk-through devices, screening passengers as they pass through an electromagnetic field in a passage any TV and Radio about 4 feet long, 3 feet wide

See AIRPORTS, A6, Col. 1

See PARKS, A5, Col. 1

Blaming U.S. of IMF plans

Washington (AP)—The Federal Reserve Board today blamed the United States for the International Monetary Fund's plan to raise interest rates to curb inflation. The fund's plan to raise rates, the board said, would hurt the United States economy.

A spokesman for the board said Mr. Nixon made a similar statement earlier and a similar statement is being formed out of the board's department.

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Foot Sum
9/17/72
page 1

Also see p. 5

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Edward Nixon knocks on Towson doors to get votes for brother

BROTHER, from AI
Nixon were wide open. Richard Polites, 48, who billed himself as "the only redheaded Greek in captivity," said he had voted for President Nixon last time "and the time before."

Hopes for Congress
Mr. Polites, who insisted the neighborhood was actually only 20 per cent registered Republican, said he hoped the predicted Nixon landslide would be sufficient to elect a majority of Republicans to Congress.

Mr. Nixon, the canvasser, agreed. "Although the polls show my brother will win, what we're aiming for is a Republican Congress," he said as he rapped twice on another screen door.

"Southern" strategy
Senator J. Glenn Beall (R., Md.), following Mr. Nixon's handshaking tour, was also in agreement. Although he is not running for re-election this year, he laughed, "there's always '76." Then Mr. Beall added, "But, of course, I'm

mainly here to help get the President re-elected." State Senator John J. Bishop, Jr. (D., Baltimore county), coming along third in the handshaking lineup, made no bones about his own campaigning.

"I'm Jack Bishop. I'm your state senator now, but I'm running for Congress," he said. With the handclasp came a brochure with his photograph on the cover. Before the door-to-door work, there was a rally at 10.30 A.M. in the American Legion Hall

on York road. Mr. Beall introduced Mr. Nixon, who told the young crowd of about 400, "They talk about our Southern strategy, but the only strategy we have is to get every Democrat below the Canadian border."

A 38-year-old man was thrown to his death last night from the third-floor balcony of a high-rise apartment project in the 700 block George street after an argument that involved use of a telephone, police reported. The victim, William Miller, a

resident of the complex, was pronounced dead on arrival at University Hospital shortly after the 6 P.M. incident. Police were seeking a bald Negro man in his 30's in connection with the killing.

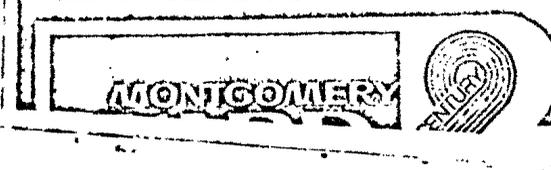
His remarks were followed by enthusiastic applause. Yesterday was also marked by another local political event, the opening of the McGovern-Shriver headquarters at 2121 Maryland avenue. Although the event was

billied as a "grand opening", the headquarters was quiet and there were only a few posters in the window. Inside the affair resembled an Ivy League college cocktail party for young faculty members.

Witnesses told police they saw Mr. Miller, who had only one arm and one eye, and his assistant on the balcony and watched as the bald man picked up Mr. Miller and threw him over an iron railing to the grass three floors below.

Representative Parren J. Mitchell (D., Pa.) and Delaware Walter Dean (D., Pa.) Eddy through the County Hill station of South Baltimore yesterday afternoon. A large party of voters took the train and a

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Romney Rings Door Bells in L.A. Seeking Support for Nixon

BY DOROTHY TOWNSEND
Times Staff Writer

George Romney rang doorbells and addressed a crowd of Nixon supporters and one heckler Saturday to kick off a voter canvassing drive here coinciding with similar Republican efforts in 50 other cities.

The Housing and Urban Development Secretary was one of five persons close to the Nixon Administration who led off voter canvassing walks in five California metropolitan areas.

Herb Klein, presidential director of communications, led a precinct walk in Sacramento; William D. Ruckelshaus, Environmental

Mrs. Nixon opens a voter canvassing drive in New York. Section A, Page 3.

Protection Agency administrator, was in San Francisco, and Republican National Committee cochairman Anne Armstrong and Tom Evans were in Orange and San Diego counties, respectively.

Party spokesmen said the door-to-door effort was undertaken for purposes of voter identification with an aim to registering unregistered voters, particularly Republicans, and recruiting still more volunteer workers for the Nixon campaign.

Romney's activities here included an address at a GOP rally at Torrance Elementary School. It was not Romney speaking, however, but a rock-and-roll singer, when the lone intruder from the Democratic camp, a woman, made her presence known.

"Yay, McGovern," she shouted after singer Tommy Rowe made an uncomplimentary allusion to Democratic Sen. George S. McGovern's candidacy for the Presidency.

A hush fell over the rally, and she shouted again, "Yay, McGovern."

Rowe grinned and said: "Wrong meeting."

Please Turn to Page 16, Col. 1

...largely being ignored.

Frank Muzzi over-see the farming of artichokes and brussel sprouts for his father and uncle on some 450 acres of land that lips the Pacific shoreline of south-central San Mateo County.

Two weeks ago truckloads of brussel sprouts (80% of the nation's brussel sprouts come from the headlands of San Mateo and Santa Cruz counties) worth \$2,000 were dumped by agricultural inspectors because maggots were found in the sprouts.

Muzzi says the maggots were laid by flies that feed on human waste scattered on the state and county beaches by thousands of Bay Area residents who flock to the area every weekend.

Job of Cleaning Up

Two Muzzi workers spend 36 hours a week just cleaning up after the weekend crowds.

He says the same visitors trespass on his farmland by the hundreds, ripping down fences, driving their campers across fields, stealing vegetables and sprinkler heads used to irrigate his crops and breaking into his vehicles and storage areas to siphon gasoline.

Muzzi and his brother Joe carry .30-06 rifles in the cabs of their pick-up trucks these days. They feel threatened by those who come from other places.

They blame the conservationists for this plight.

They say the conservationists in their battle with firms seeking to develop portions of this coastline have spotlighted it as a place which belongs to the public.

They say the publicity has generated a flood of people who do not distinguish between public and private land.

Frank Scuotequazza, Ed Lea, Guido Santini, Louis Iacopi and Bruno Santini farm headlands along the central coast of San Mateo County, near Half Moon Bay.

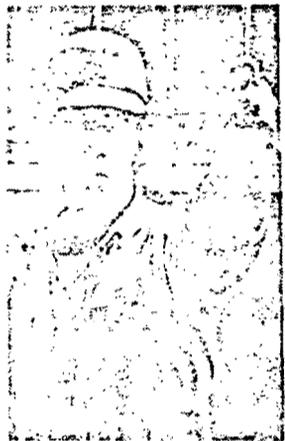
Each year they depend on small streams running down from the Santa Cruz Mountains (which divide the county into two parts, rural and urban) to keep their valuable crops producing.

This year, because of the worst drought in the history of California, water was scarce. Then it stopped completely.

The farmers found that urbanites from "over the hill" who owned second-home type horse ranches in the



ACTIVIST — Pat Barrentine, of Committee for Green Hills, is of belief that state should own all of San Mateo beaches. Times photo



VICTIM—Frank Muzzi, grower of brussels sprouts and artichokes, says trespassers tear down fences, steal his crops.

chased 100 tons of hay for the horse owners. Some 60 more tons will have to be purchased before the vegetable crop is in, costing the farmers in the neighborhood of \$8,000.

They do not mind. The crops they are saving are worth \$250,000.

They blame conservationists for this trauma, and they fear they still will lose about half of their expected crop.

"The conservationists have prevented us from putting in any kind

Romney Leads Voter Canvassing Campaign

Continued from Page B

"No," she said, "right meeting. I'm a spy." She identified herself after the meeting as Mary Zucconi, a volunteer worker for the McGovern campaign. She remained silent while Romney was speaking.

Romney doffed his suit coat for the doorbell ringing and accompanied by Rowe, former Miss America Mary Ann Mobley and actor Gary Collins, called at seven houses in another Torrance neighborhood and talked to one man on the street.

Only one house did not open when Romney rang. It was the first one he went to on tree-shaded Madrid St.

"I hope somebody's home and we don't scare them to death," the HUD secretary said as he mounted the steps. A member of the Romney entourage noted that curtains had been drawn since the party of political workers and news media crossed the street. But no one answered the door.

On his brief walk, Romney encountered no anti-

Nixon residents. Two said they were registered Democrats who would support the Republican ticket.

Asked if the precinct had been picked as an exem-

plar pro-Nixon neighborhood, a party worker said the precinct showed 35% Republican registration to 55% Democratic.

Allan Hoffenblum, director of field operations for Los Angeles County, said Torrance is "about 41% Republican by registration but subject to get about 70% of the vote" for GOP candidates.

"It's an area that has a
Please Turn to Pg. 17, Col. 1

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DOOR-TO-DOOR—Housing Secretary George Romney leads volunteers on a voter hunt in Torrance. Times photo by Don Cornier

ROMNEY SPEECH

Continued from 16th Page
tremendous high swing Democratic vote," he said.

"Forty-five Nixon headquarters in the county conducted canvassing drives Saturday, sending approximately 5,000 volunteers door to door, Hoffenblum said.

No heckling was reported in the four other California areas canvassed. In San Francisco, Ruckelshaus canvassed about 10 houses as well as people on the street. Two houses would not open doors to him and conversation was carried on through closed doors as he stood outside, a party spokesman said. The occupant of one of the houses said she was a Democrat and would not open the door to a Republican, the spokesman said.

Reagan's Daughter, Shultz Aid Drive

AUSTIN, Tex. (AP)—Secretary of the Treasury George P. Shultz and Maureen Reagan knocked on doors for President

Nixon Saturday and in a canvass of nine houses found three Nixon supporters, two backers of George S. McGovern and four "not homes."

The latter included a house where a small boy answered the doorbell and announced: "Mother's in the bathtub."

The McGovern backers included Susan Longley, who works for state Rep. Frances (Sissy) Parenthold, one of three national directors of Citizens for McGovern. Schultz and Miss Reagan, daughter of California Gov. Reagan, apparently didn't know who she was.

"Is there anything we can say to persuade you" to vote for Mr. Nixon's reelection, Miss Reagan asked.

"No," Miss Longley replied and Schultz and Miss Reagan went on to the next house.

They checked nine houses in Pemberton Heights—the most fashionable neighborhood in Austin.

Re
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Pl

101
September 25, 1972

MEMORANDUM FOR: KEN RIETZ
FROM: H. R. HALDEMAN

As you probably know, the pollsters in their analysis say that the only areas where we are losing support are Blacks, Jews, and youth. These are, of course, our three supposedly weak areas where we have been surprisingly strong in recent weeks. It would be very interesting to have your analysis of whether you feel we are in fact dropping among youth and, if so, why and any thoughts you have on whether there is anything we can or should do about it.

HRH:kb

101
September 25, 1972

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

It is important that MacGregor, Dole, and other appropriate speakers keep hitting McGovern for writing off the south. Obviously they have given up there and they should be needled on it constantly.

HRH:kb

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

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

September 21, 1972

MEMORANDUM FOR: CLARK MACGREGOR
FROM: FRED MALEK *JVM*
SUBJECT: Report on Canvass Kick Off

Most of our field reports from the fifty canvass kick off cities are now in. They confirm what we have all felt; namely that the canvass kick off was an unqualified success. We knew on Saturday that the canvasses had gone well - a good number of enthusiastic volunteers turned out door to door; the surrogates appearances went smoothly, and the surrogates enjoyed themselves. This activity in itself fulfilled our goals of getting the state campaign organizations started on their canvasses, of pinpointing our organizational weaknesses, and of coalescing the Political Division, RNC's Field Division and the Tour Office into a team.

Also, on Saturday, we knew there was extensive coverage of the canvasses by television, radio and the press. However, we did not know how the media would play it on the air on Saturday and in the Sunday papers.

Fortunately, the story took a home-team bounce and we got extensive, favorable, national and local media play. Because of this favorable coverage we did fulfill the central goals of canvass kick off:

1. To publicize the importance of door to door canvassing in this election by using major administration figures going door to door.
2. To dignify the role of the volunteer.
3. To indicate to the public that we are interested in people, not special interests and are anxious to take our candidate directly to them.

While our reports on the media coverage and the canvass outcome are not yet complete, I can give you specifics on each.

Media Results

National media coverage was as follows:

- . Network TV - Coverage on Saturday's news by all networks (over 3 minutes on CBS). CBS also used footage on Sunday's Campaign Wrap-up. Coverage was quite favorable.
- . National Press - On Saturday, eight stories went out over the AP wires and two were carried by UPI. The New York Times and The Washington Post carried stories although they were not on the front page. Coverage was favorable.

Local media was as follows:

- . 97 local TV stations covered the event in the 42 cities which have reported. Total air time in the 10 cities for which we have reports averaged 6.5 minutes. The coverage was both lengthly and favorable - Atlanta, for example, devoted ten minutes to Harry Dent on the canvass.
- . In most cities, local radio carried the canvass on the news; we have no time breakouts.
- . All local papers carried the canvass in the Sunday papers. To date we have clipped 102 articles from 36 cities. Eleven of these were given front page space. The coverage was extensive (most articles covered several columns) and favorable, as can be seen from the attached samples.

Canvass Results

In the fifty local headquarters from which we ran the surrogate canvasses, 10,650 volunteers went door to door. This figure does not include those canvasses operating out of our other headquarters on Saturday. (For example, six other canvasses were held in Virginia, four were held in Denver in neighborhoods other than where Mrs. Knauer participated; 700 canvassers hit the streets in the Bay Area from other headquarters.)

We estimate that our volunteers called on almost 700,000 households throughout the country and contacted over 1.5 million persons. Unfortunately, we do not yet have complete reports compiled, but partial returns add up as follows:

Households Contacted	164,397	
For the President	89,996	61.7%
For McGovern	26,530	18.2%
Undecided	29,256	20.1%
Not-At-Home	36,202	

These figures support our latest polling results. Importantly, the percentages were consistent from city to city and state to state.

Follow Up Steps

As I mentioned earlier, the kick off helped us spot both the strengths and weaknesses in the state organizations where the canvasses were held. We expected and found weaknesses in several of our key and battleground states. In these cases - New York, Pennsylvania, New Jersey, Texas, California and Missouri- I have already moved to speed up the effort to organize the canvasses by assigning one or two of our national fieldmen full time to each state.

In conjunction with these assignments I have talked to each of these states and asked them to work with my staff to organize statewide canvasses for Saturday, October 7 (California will go on September 30). We will put second line and local surrogates in the major cities in each of these states and use them as a motivating tool to force volunteer recruitment and canvass preparation. I will report to you on the progress of this special effort in the coming weeks.

* * *

In summary, the day was a success on all fronts and is one which all of us can be justly proud. Particular praise should go to the campaign team here - the scheduling office, the tour office, the political division and the RNC's field groups. However, we have all been sobered by the job ahead if we are to meet our canvassing goals nationwide. You may begin to hear screams as I begin to put pressure on those states which are behind to get the canvassing job done. I believe Saturday proved that forcing this activity is well worth the price.

Attachments

SAMPLE PRESS CLIPPINGS

Austin

Boston

Milwaukee

Kansas City

Philadelphia (2)

New York Times (Pittsburgh)

Wheeling, West Virginia (Columbus)

Tampa (New York City)

Baltimore

Los Angeles

SCHULTZ

(From Page One)

the President headquarters, 815 W. 24th St., to meet with workers.

"With the Democratic vice-presidential candidate suffering from foot and mouth disease the way he is," Miss Reagan told the workers there, "I think we'll get all the young people's votes."

The treasury secretary was scheduled to return to Washington by commercial airline Saturday afternoon, according to Akin.

Treasury Secretary Hits Hustings Here

By WAYNE JACKSON
Staff Writer

Treasury Secretary George P. Schultz was in Austin Saturday to kick off a door-to-door drive by the Committee to Re-elect the President, by knocking on doors himself.

He was joined in the half-hour canvassing effort in West Austin by actress Maureen Reagan, daughter of screen star Jane Wyman and California Governor Ronald Reagan.

The canvass is a part of a nation-wide campaign aimed at reaching 75 per cent of the voters by election day, according to a Nixon campaign press aide, Hugh Akin.

Schultz and Miss Reagan knocked on doors along Harris Boulevard Saturday morning,

urging citizens to vote for Richard Nixon and encountering a variety of responses in the process.

One citizen, Mrs. P. B. Price of 2527 Harris Blvd., said she, "couldn't imagine what in the world was going on," when the bus containing the treasury secretary and Miss Reagan, along with about 20 newsmen, campaign workers and Secret Service agents drove up.

"I thought it was some kind of a donation again," said Harry Bernhard of 2535 Harris as the group approached him.

Bernhard, who was washing his car when confronted by Schultz and Miss Reagan, told them that "I don't think you'll have any problem," adding he plans to vote for Nixon.

Of the eight houses at which Schultz and Miss Reagan stopped, they encountered four persons who said they supported the President, and two who plan to vote for McGovern. They got no answer at one house and encountered a youngster at the other who said her mother was "taking" a bath.

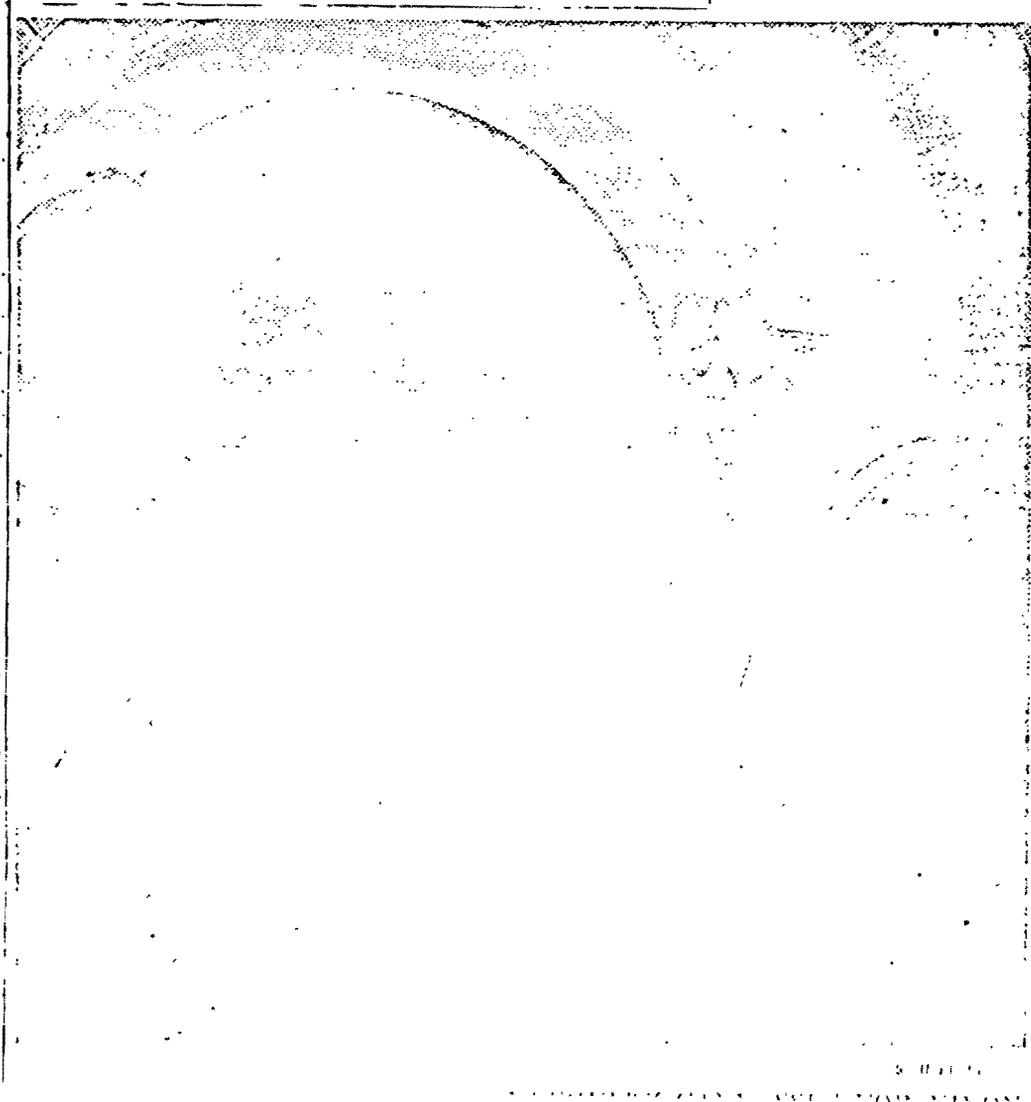
Mrs. O. V. Keen of 2604 Harris told Schultz and Miss Reagan that she was "impressed" at meeting them and noted that she had seen Miss Reagan at the Country Dinner Playhouse, where the actress is currently appearing in "Any Wednesday."

"But we're all registered Democrats, so I don't think you'd like us," she quickly added.

Prior to the canvass effort, Schultz and Miss Reagan met to a group of about 20 newsmen at the committee's campaign headquarters at 2024 Harris Blvd.

Referring to the election, Schultz said that it is "up to us to get the voters to vote for the candidate of their choice."

After the meeting, the group went to the home of Mrs. Price.



GOP canvasses

By Richard M. Weintraub
Globe Staff

BOSTON

President Nixon's troops showed Sen. George McGovern yesterday that the politics of canvassing, voter identification and field organization in Massachusetts isn't the sole possession of the Democratic presidential candidate.

Lead by such Republican luminaries as Gov. Francis Sargent, US Transportation Secretary John Volpe, Lt. Gov. Donald Dwight, Ambassador Henry Cabot Lodge, US Rep. Hastings Keith and former New York Giant football star Andy Robustelli, Nixon workers spread out through the Democratic heartland of West Roxbury in search of potential GOP votes.

Hopping out of his car on Lyall street in Ward 20, Precinct 17, Sargent ran into a problem at the first house he went to when no

one was home, but after that it was all fun and good words for the Nixon candidacy.

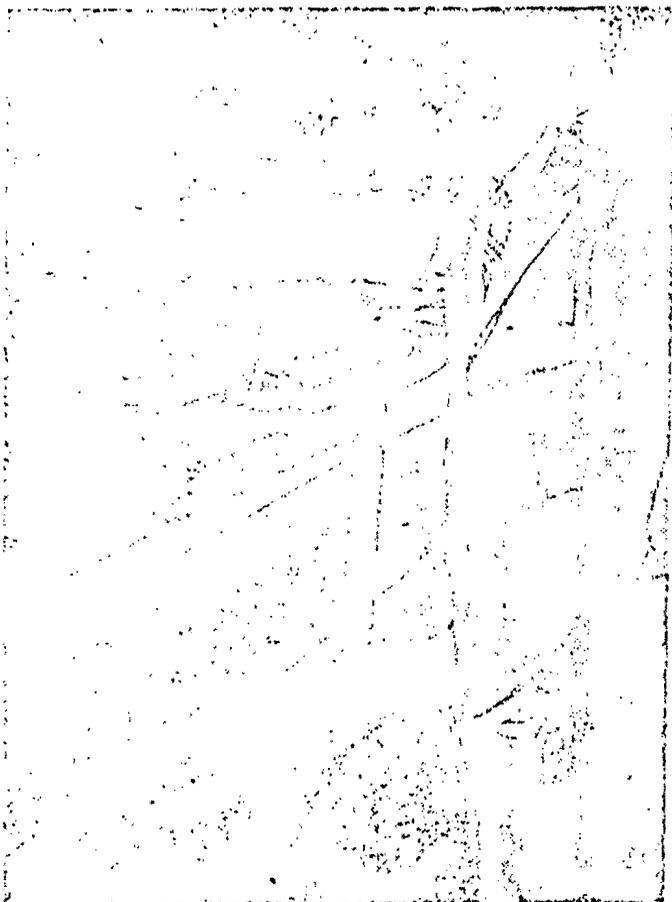
Joseph Santoro, of 65 Lyall st., when asked whether he would consider voting for Mr. Nixon, said: "I'm all the way for Richard Nixon."

Santoro told Sargent: "I'm surprised to see you in this neighborhood. Thanks for coming."

Attracting crowds of neighborhood residents and passersby as they made their way through the area, Sargent and the other Republican VIP's found themselves as much of an attraction as the purpose of their visit.

Mary Friedman, of 90 Lyall st., clutched Sargent's hand excitedly and said: "I can't believe this. I can't believe you're really here. I'm so excited."

Mrs. Friedman had called her sister, Mary Kadish of 775 LaGrange



WALKING WITH PURPOSE—Gov. Francis W. Sargent chats with Mary Kadish during his walking tour of West Roxbury for President Nixon. (George Rizer photo)

West Roxbury for Nixon vote

st., West Roxbury, who came running in time to catch Sargent as he was leaving the Friedman home. Out of breath, she said: "You're much handsomer in person."

Both said they were likely Nixon voters.

Volpe, while campaigning on Bonair road, found out a little bit about what was on some of the voters' minds.

Myron Levine, of 45 Bonair rd., president of the Boston Association of Retail Druggists, used the occasion to plead with Volpe and Sargent, who later joined the sidewalk conversation, for more protection for druggists.

"I've been held up twice this year," said Levine, who also indicated he was a Nixon supporter.

When Sargent went to the Ward home on Bonair road, he found Mary Ward working on the lawn in the back yard.

"How old are you?" Sargent asked.

"I'm 16," Mary responded.

"Oh, you're not old enough to vote. Is your mother home?" Sargent asked.

Mary, who seemed a bit taken aback by meeting the governor and the retinue of reporters and photographers who were with him, replied shyly: "Yes, but I don't think she can come out."

"Would she vote for President Nixon?" Sargent asked.

Mary replied meekly: "I think so."

Earlier yesterday morning before the dignitaries and campaign workers spread out through West Roxbury, Volpe — who was the official representative of Mr. Nixon — told the assembled campaigners: "My admiration for the President has grown by leaps and bounds and

his stature has grown by leaps and bounds. President Nixon welcomes this new majority."

Greg Gallagher told the crowd of 250 (500 had been expected) in the auditorium at Catholic Memorial High School on Baker street that yesterday was the "beginning of a full-blown campaign here in Massachusetts." He is the state executive officer for the Massachusetts Committee to Re-elect the President.

How many times Lodge, Sargent and Volpe will go knocking on Massachusetts doors during the rest of the campaign is perhaps questionable. But according to Gallagher, yesterday's extravaganza is only the beginning of an intensive Republican effort in the state on behalf of Mr. Nixon's campaign.

"We have spotted 121 cities and towns where Democrats and Independents

swing over and vote for a good Republican candidate," Gallagher says.

This was done by a careful analysis of elections — back to 1962 — involving Sargent, Volpe and US Health, Education and Welfare Secretary Elliot Richardson.

The Nixon organization in the state also has set up as "target precincts" these precincts in the 121 cities and towns that cast at least a 30 percent vote for Mr. Nixon in 1960. These will be covered first in the projected voter canvass, with others to be done as time and personnel permit.

Gallagher expects the Massachusetts organization to be set up and headquarters operating throughout the state by the end of this month. October will be spent on voter registration and voter canvassing, with the last week of the campaign given over to setting up the Election Day operation.

Senator Goes a-Calling at Grass Roots

As a topless Glendale man discovered Saturday, you never know who's going to come calling when an election campaign is underway.

In this instance, it was a United States senator from Tennessee, William Brock, accompanied by two Nixonettes and trailed by assorted cameramen and reporters.

The man, who had stripped part way down to wash his car, seemed more interested in how his bare chest might look on television than in politics. But he told Brock he

planned to vote for President Nixon.

In fact, in a door to door tour of 10 houses on N. River Forest Dr. north of W. Silver Spring Rd., the chairman of the Congressional Advisory Committee of Young Voters for the President found no George McGovern backers at all.

How Things Went

Although the senator is predicting Nixon will get the biggest margin of any presidential candidate in the 20th century, he's not looking for

a 100 to 0 score in November, in Glendale or elsewhere. Ten houses do not make a definitive survey, but here's how things went at them:

House 1: A young woman who answered the bell said she's undecided. "Who are you voting for, Dad?" she asked her father. He said he was undecided, too. One of the two Nixonettes—a pair of coeds, Elizabeth and Nancy Helminik, 9625 W. Meadow Park Dr., Hales Corners—dutifully marked two undecideds on her card. The coeds

are from the University of Wisconsin—Madison.

House 2: The occupant was in his yard, curious about all the strangers, and he said he'd vote for Nixon "but not for Mr. (Robert) Kasten," who's running for the state Senate.

House 3: A woman who answered the door said, "I'm going to vote the way my son tells me."

House 4: After some delay, a young woman in a blue bathrobe came to the door. She said she's working in

school for Nixon and her parents are going to vote for him.

House 5: No one home.

House 6: The home of the shirtless one.

He Quit Voting

House 7: "I quit voting," the man in the yard here said. "Too many crooks. I've voted in primaries and elections all my life but they've got too many of these guys up there who—" he finished his sentence by rubbing his fingers

Turn to GOP, page 7, col. 1

Sunday.

W. W. ... Journal
9/17 P.1

Senator

From page 1

together in a gesture indicating acceptance of money.

"We're trying to change that," Brock said, and asked how he felt about the president.

"I like him. He's a good family man. A wonderful man. I think the world of him. But I've quit voting. All eight in my family have quit voting. Things are too crooked in Madison and Washington."

Walking away, the senator told those accompanying him that he never knew quite how to respond to an attitude like that.

"Once in a while I feel the same way myself," he admitted.

"But what you should do is not get discouraged at how things are going but get mad about it."

House 8: Told he could help by voting for the president, a man here said, "If that's all the help you want, I can give you that." He and his wife are registered, he said, and they'll vote for Nixon.

Voting for Nixon

House 9: Nixon wins again—"We're all voting for him. We've been registered for ages already."

House 10: Something of an afterthought. The senator was ready to head back downtown, where he was to meet with young campaign workers at Marquette Un-

iversity, but someone had noticed a young mother and two photogenic children going into a nearby house. If they'd come out to talk to the senator, it might make an appealing picture. But it didn't work out. The kids stayed indoors and their mother said she was undecided.

Brock's door to door canvass was part of a national Republican effort "to publicize the role of the volunteer in politics." In 47 other cities, some of the more important figures in GOP politics went door knocking.

New York got Mrs. Pat Nixon, Columbus got Tricia Nixon Cox and Philadelphia got Julie Nixon Eisenhower.

Before Brock started pushing door bells, he talked to several hundred volunteers outside the Bavarian Inn, telling them that the American philosophy of government was predicated on the rights and responsibilities of the individual, so it was important to give everyone a chance to get involved in the political structure.

Volunteers Fan Out

The volunteers, mostly young, then fanned out into various neighborhoods to canvass voters, urge unregistered ones to get registered and, in general, promote the Republican cause.

Earlier, Brock said in an interview that his party needed

to get new people involved, particularly the young, and expected to have a million persons aged 18 to 24 on its rolls by November.

In 1962, when he was elected to Congress for the first time, he was the first Republican to be his district's representative in 42 years.

"I was 29 when I started to campaign and 31 when I was elected," he said. "My district was 85% Democratic and the only people I could get to listen to me at first were the ones under 30."

"Nobody's" Listening

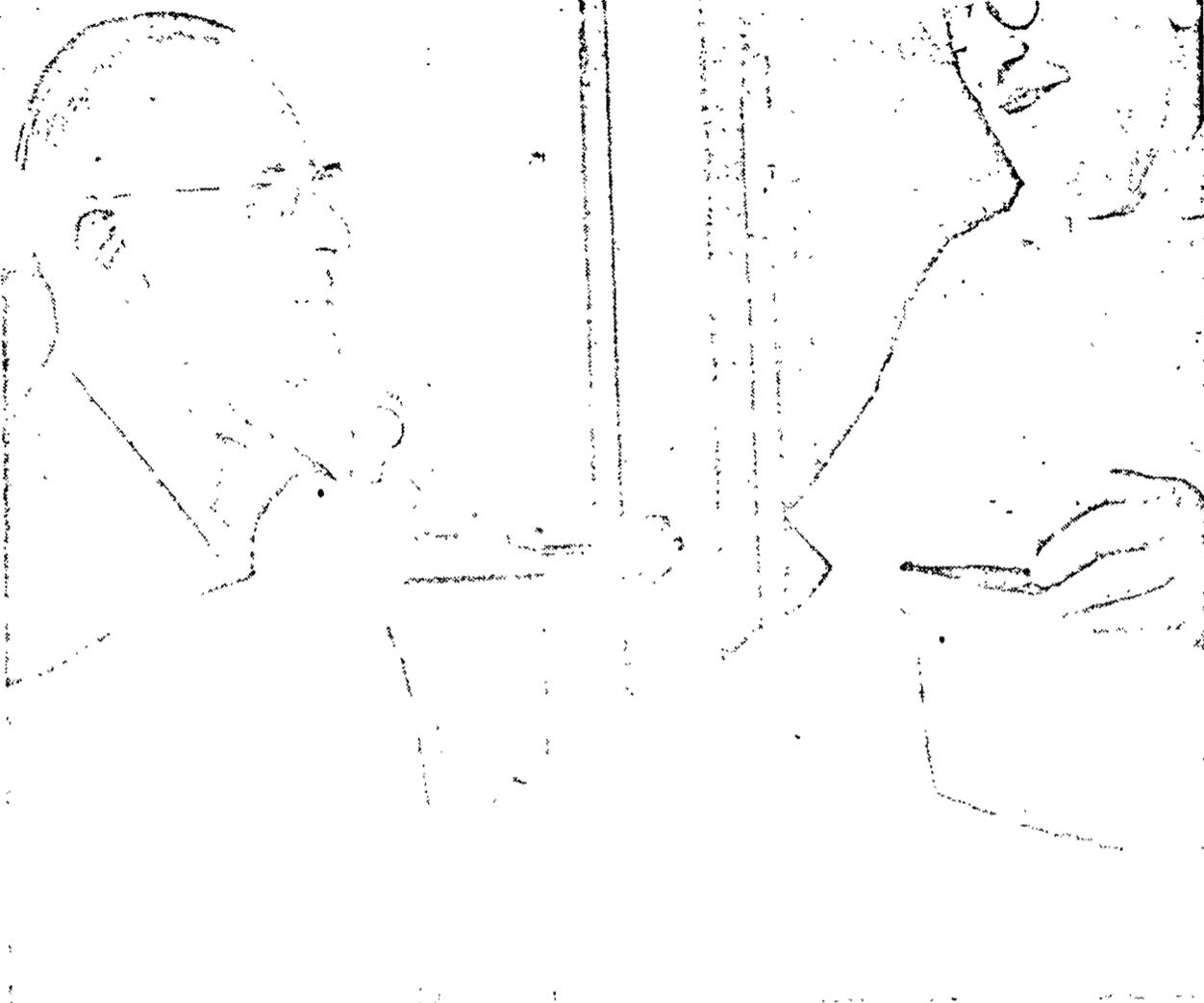
"In 1970, when I ran for the Senate against Albert Gore, the party registration figures in Tennessee were

terifying. But I had 10,000 young volunteers working for me at 41 weeks.

"The young people as well as others complain that nobody's listening to them. We've tried to create the kind of campaign that gives everyone a voice. We lay out the objectives and let the young people themselves work out ways to achieve them."

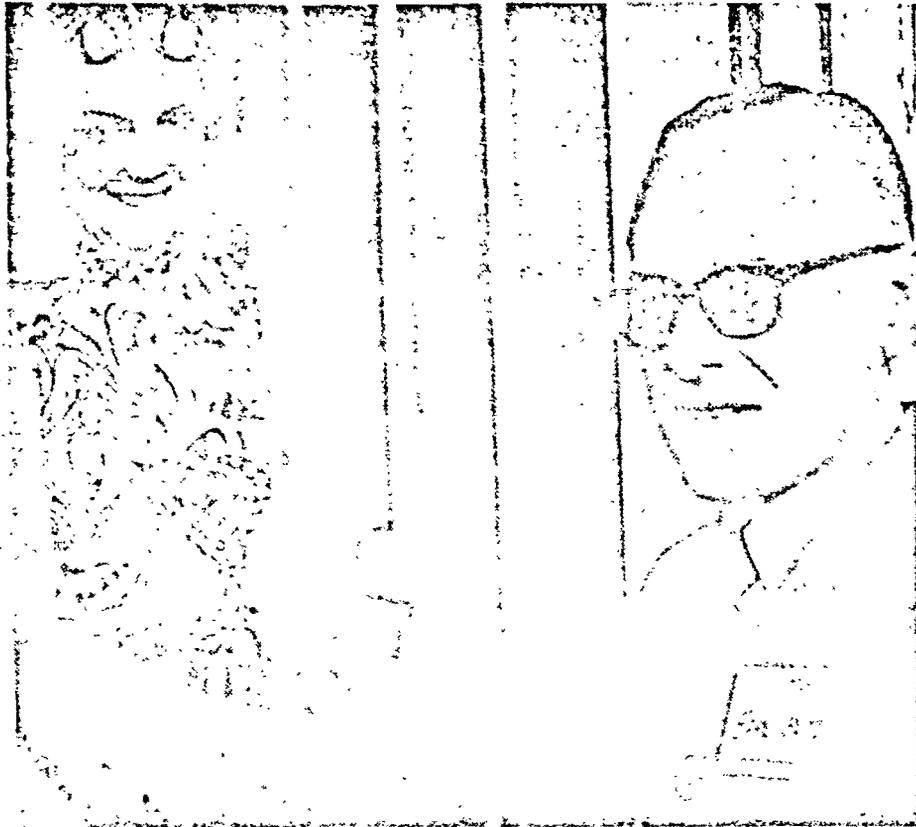
"We're putting most of our effort into getting the working young involved—50% of Americans aged 18 to 24 are in this group. The polls show the president is supported about 3 to 2 by young voters, so we want to get them all registered."

PHOTOGRAPH BY ...



Earl Butz, secretary of Agriculture, (left) greeted Walter Faye, owner of a farm, at Faye's home and escorted him to airport. President

Nixon's bid for reelection. Butz arrived here to participate in the Republican Party caucuses. (Special to the Star by Michael A. Harkin)



Seeking Votes

Miss Leta Giles, 5124 Grand, was surprised today when Earl Butz, secretary of the Agriculture, knocked on her door and asked her to back President Nixon.

bank officials have bilked an amount of nearly \$700,000 in negotiable bonds, authorities say.

Police said that the woman resident of the exclusive Pacific was called Wednesday afternoon notifying himself as Lieutenant security.

The man said the bank might be taking valuables from a safe-deposit box and asked if the bank, a Wells Fargo branch, contents of the box home, police.

The box contained \$80,000 in

Bureaucracy In Commotion

Warsaw (AP)—Poland's vigorous campaign against pet bureaucracy, launched soon after Edward Gierok became Communist party leader, continues unabated, with plans to shake up drastically the entire system of local government.

The changes will affect about 15 million Poles, nearly half the country's population, who presently live in small towns.

★ Campaign Work

Continued From Page 1
young woman he was out seeking voter support for the President, adding: "Does that include you?"

"Yes, it does," Miss Giles replied.

Earlier Butz discussed national and local campaign issues before about 350 persons, including state and local G.O.P. candidates, at the headquarters.

He told the group, all of whom later participated in door-bell-ringing expeditions through Kansas City, that seldom in American politics have issues at all levels been so clear.

"We have got to hold their feet to the fire on these issues."

Bargaining Suit On Postal Service

Washington (AP)—The National Labor Relations Board has said it will file suit seeking to force the U.S. Postal Service to permit employees to have any representative of their choice in grievance sessions.

The Independent National Mil-

itary that would socialize America," Butz said.

Butz added it appeared to him that "the capacity of the McGovernites to do the wrong things appears almost incredible," but warned that Republicans and independents, including unhappy Democrats, should "not be lulled into a sense of false security." For that reason, he added, he is happy to take part in the Kansas City-Jackson County registration effort.

Nebraska Term To Kansas Citizen

Omaha (AP)—Judge John Burke yesterday sentenced Walter Hall, 33, of Kansas City to 10 to 11 years in the Nebraska Penitentiary for robbery in May, 1971, of the Ames Plaza Bank in Omaha.

Hall was sentenced to seven to eight years for robbery and three years for being a felon in possession of a firearm. The terms are to run concurrently.

A jury convicted Hall two weeks ago. Benjamin Cooney, cashier, was sentenced to 15 years

Dutch Must Decide

Ship Fire Out, But Fate Of Tapioca Uncertain

Cardiff, Wales (AP)—Welsh firemen defused the terrible tapioca time bomb yesterday.

The atmosphere in Cardiff docks was a bit starchy as 10 tons of the stuff cooled down after threatening to burst open a blazing freighter. A spokesman for the South Wales Fire Service said the blaze on board the 15,000-ton Swiss-registered Cassara had been stamped out. Timber and rubber in the cargo destined for Britain was damaged but had been unloaded.

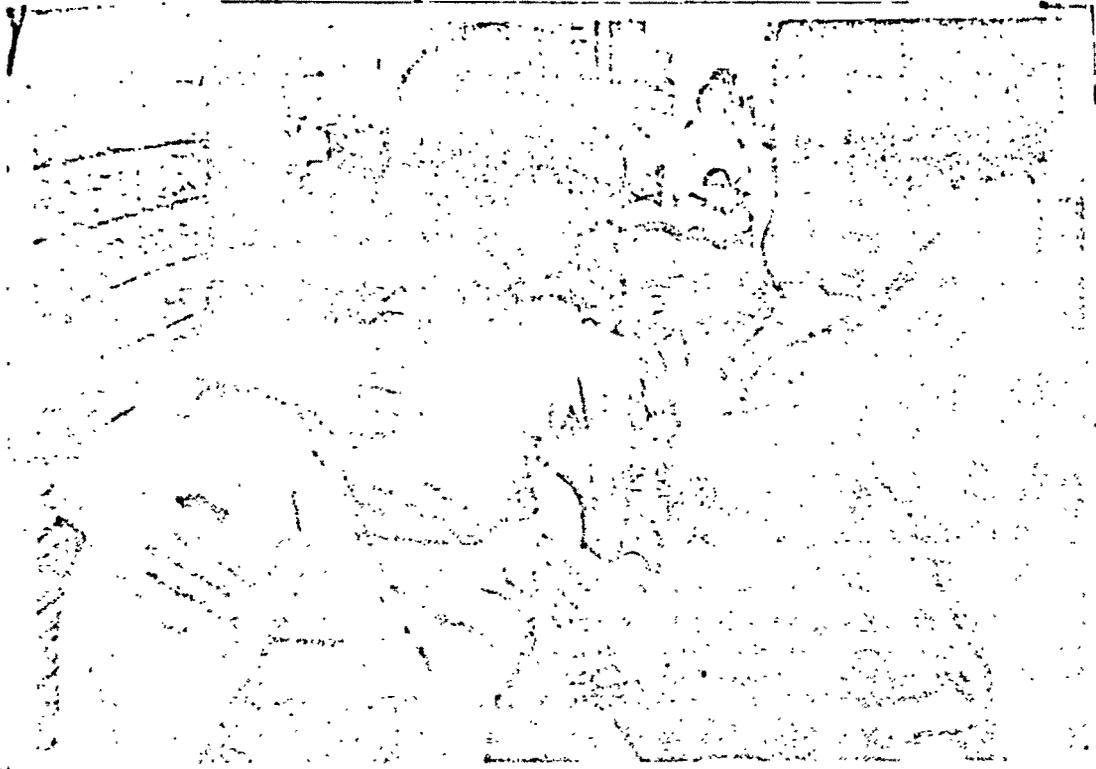
But what about the tapioca?

"Well," the spokesman said, "it seems to have subsided but we don't know what condition it is in. It is bound for Rotterdam and the Dutch will have to decide whether it can still be used or scrapped."

Grant Priority Is Set For Longview Sewer

The Missouri Clean Water Commission has approved a \$1,359,200 grant priority for Kansas City projects: Odessa, \$194,300; move a large sewer, and Odessa, \$265,200.

Increases approved in existing grant priorities amounted to \$299,000 for Kansas City, \$500,000 for the Little Blue Valley Sewer



Julie hugs Mrs. Evelyn DeAntonis on threshold at 1128 Pierce st. Inquirer Photo by CHARLES JAMES

'Hello, I'm Julie . . .' Surprises Residents

Door-to-Door Tour Sets South Philadelphia Vibrating

By KATHY BEGLEY

Of the Inquirer Staff

Mrs. Evelyn DeAntonis was cooking a big pot of chicken cacciatore Saturday when someone rang the doorbell of her two-story row home in South Philadelphia. It was Julie Nixon Eisenhower.

"You can imagine my surprise when I opened the door and saw her standing there on the steps," Mrs. DeAntonis said moments after President Nixon's daughter had dropped in as part of the GOP campaign kickoff in Philadelphia.

"If I had known she was coming, I never would have

looked like this," she added, wiping beads of perspiration from her forehead and glancing down at her worn, pink housedress.

AS MRS. DeANTONIS, 58, stood on her steps at 1128 Pierce st. bemoaning her tomato-sauce-stained apparel, the President's 21-year-old daughter had already been whisked across the narrow street to another house by District Attorney Arlen Specter and his wife, Joan.

"Hello, I'm Julie Nixon Eisenhower," she said, pointing to the name tag on her belted, mint green dress. "And I'd

like you to vote for my father in November."

The crowd in the traditionally Democratic, Italian neighborhood seemed to love the personal touch.

Each time Julie mentioned her father, the 800 people crammed onto the typically congested South Philadelphia street cheered and waved "We Love Nixon" signs distributed at a GOP headquarters a block away.

"THIS IS a great campaign idea," said Ralph Avellino, 27, after Julie visited his home at 1115 Pierce. "She really sends

out good vibes (vibrations)."

Further up the street, a camera and sound crew getting footage for television commercials was methodically recording all the "good vibes" on film.

"Look over here a little more, Julie," one cameraman yelled as Julie and the Specters visited one of the five homes on the tour list.

Not coincidentally several of the residents visited during Mrs. Eisenhower's brief canvassing said they were "personal friend" of Democratic Mayor Frank L. Rizzo, who is supporting Mr. Nixon.

Campaign '72

McGovern Campaign Beginning to Click

By DAN LYNCH

Of the Inquirer Staff

Just a few weeks ago, George McGovern's critics were saying he couldn't draw a crowd in Philadelphia if he

the campaign turnout.

But McGovern's people also credit up close advance work for producing the spectacular show here. And, they say, it's just a matter of when the

Nixon Word Shifting at

By JAMES MCCARTNEY

Of the Inquirer Staff

WASHINGTON — President Nixon is in the middle of a reelection campaign. But he hasn't given it a campaign

...to come.
oy only union labor
open-shoppers' com-
wham some of them

to let up on do-little
l strikes over which
ons, long coffee breaks

ains thinking about Al-
ontinued on Page 8, Col- 1

school board.
—\$10.3 million from the U.S.
Department of Housing and
Urban Development for par-
tial rehabilitation of 560 hous-
ing units.

Rizzo: 'More Coming'
"I think he (Rizzo) could
have done better. He could
have gotten more. Now, I
hope he will use the money
well, not squander it," Tate
said.

"That (the \$52.3 million)
isn't all we're getting," Rizzo
said. "We have more coming,
which will be announced
soon. If Tate wants credit, let
him have the credit for the
condition the city was in when

Divert \$12 Million
Three weeks ago Mayor
Rizzo promised to divert \$12
million to the district and last
Thursday he pledged another
\$10 million of federal funds
which President Nixon prom-
ised him in Washington.

In addition, a plea for more
funds by the Mayor, City
Council members and school
officials in Harrisburg last
Tuesday produced a tentative
promise from state legislators
to provide \$16 million to
Philadelphia's schools in ad-
vance payments for special
education classes.

Not new money, the \$16 mil-
lion would be deducted from

city banks to consider once
again extending loans to the
beleaguered school district.
Without short-term loans,
which the banks had refused
as late as last week, the
school district could not meet
its second payroll.

John R. Bunting, chairman
of the First Pennsylvania
Corp. and consortium head,
said Thursday, "Develop-
ments this week have been
extremely favorable and I ex-
pect that after the next meet-
ing of the consortium, its atti-
tude may change."

Meanwhile, the teachers
strike continues seemingly
Continued on Page 4, Col. 3

Julie Stumps For Nixon In South Phila.

By LAURA MURRAY
Of The Bulletin Staff

Julie Nixon Eisenhower
breezed through South Phila-
delphia yesterday for a politi-
cal rally and a fast two hours
of door-to-door campaigning.

She was in and out of the
city almost before you could
blink but not before hundreds
of South Philadelphians
cheered her and promised
their support.

Mrs. Eisenhower, the Presi-
dent's younger daughter, first
appeared at a curbside politi-
cal rally in front of a store-
front "reelect the President"
office at 1709 E. Passyunk
ave., one of 50 such offices
across the city.

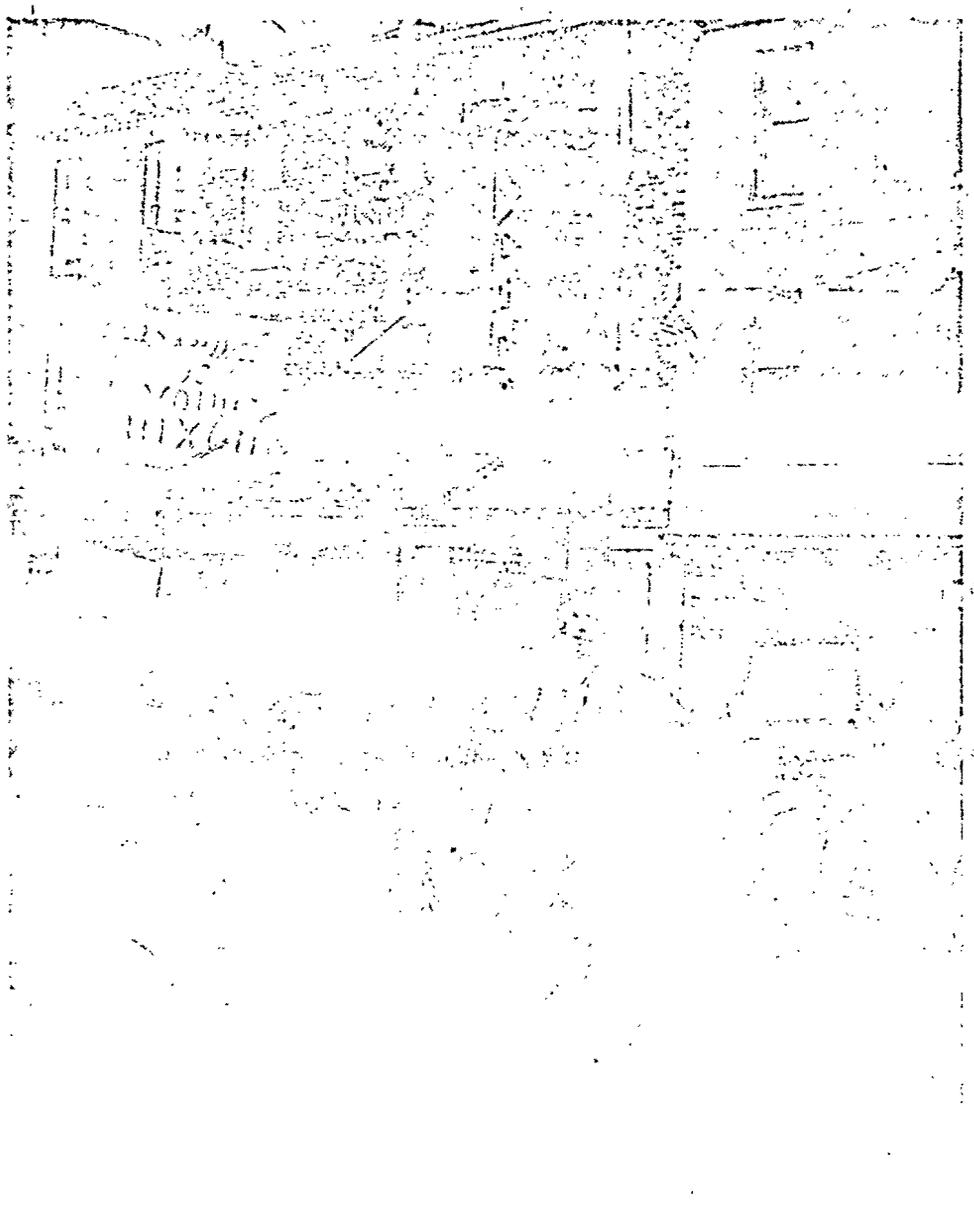
Granted by 700

She arrived at 10 A.M. from
the airport to a crowd of 700,
a sea of handmade pro-Nixon
signs, and the strains of "God
Bless America," played by
Walter Cassio's fife and drum
band.

After being introduced by
District Attorney Arlen Spec-
ter, state chairman for Mr.
Nixon's reelection campaign,
Mrs. Eisenhower spoke for
five minutes, telling the
crowd, "When I see your en-
thusiasm I know how we're
Continued on Page 27, Col. 1

him to
ere he
up in
dd he
re he
Col. 1

They were also a lot of us
d... of... probably
we can't... on to...



Mrs. JULIE NIXON EISENHOWER, daughter of the President, addressed a crowd at 1709 E. Passyunk ave. on behalf of her father's reelection.

Julie Visits South Phila.

Continued From First Page
going to carry the state in a big way." Mr. Nixon lost in Pennsylvania in 1960 and 1968 by narrow margins.

Shortly before she arrived, a handful of persons carrying anti-Nixon signs were set upon by Republican partisans, who ordered them to "Get rid of the signs," and in one case did it for them.

Protesters Ordered Out

The sign-carriers, who originally had been given space to demonstrate on the sidelines, were ordered out of the area by city plainclothes policemen "to avoid trouble." The protesters could not be identified.

Mrs. Eisenhower's appearance helped formally kick off the Nixon campaign's national neighborhood canvassing and voter registration drive. Members of her family and her father's campaign staff appeared elsewhere around the country.

When asked whether the voter registration effort was to be nonpartisan, Mrs. Eisenhower replied:

"Oh, no; the first question I ask is whether they're going to support my father. If they aren't, we let the other side register them because we're trying to get out the potential vote for my father."

She shrugged and giggled. "That's politics."

Climb Over Ropes

When Mrs. Eisenhower stepped down from the podium the crowd climbed over restraining ropes to get close to her. They shook her hand, touched her and held out placards, posters and scraps of paper for her autograph.

Cries of "Please, come back," "Oh, thank you so much," and "Isn't she pretty" followed her through the crowd.

Eventually Mrs. Eisenhower placed a Secret Serviceman for a path so she could get by. The Secret Serviceman then took her down the street.

Visit 5 Homes

She visited on five homes

in the 1100 block of S. Pierce st., startling and delighting householders. Housewives blushed and apologized, "for the way I'm dressed."

The home of Mrs. Evelyn Deatonis at 1123 S. Pierce st. was the first one Mrs. Eisenhower visited.

Mrs. Eisenhower asked the same questions at each house: will you support my father, are you registered, and do you need absentee ballots.

After she left Mrs. Deatonis grasped the porch handrail on her porch and said, "My God, look at me, I'm shaking. I'm a Democrat but I'm going to vote for Nixon. I vote for him because I like him, I like the family. They're a simple family."

After that block Mrs. Eisenhower was driven to another part of the 39th ward, the 200 blocks of Wolf and Daly sts., where she visited almost every house.

Wedding Day

At 227 Wolf, Joan Maloney came out in hair rollers and a white robe. "I don't believe it," she exclaimed. She apologized for her appearance, explaining that she was to be married at 3 P.M.

Mrs. Eisenhower congratulated her and gave her the red ropes that had been given her by Republican leaders of South Philadelphia.

"Thank you, but when do I send the thank you note?" she called after Mrs. Eisenhower. A Secret Serviceman suggested that sending it to the White House would do.

Bike Riders Sought To Benefit Retarded

The Philadelphia Association For Retarded Children is recruiting riders for the statewide "Ride A Bike for the Retarded Day" to be held here on Oct. 1.

The official route will cover 125 miles, starting at the main station of City Hall, through Fairmount Park, along the Schuylkill River, over drives and returning to City Hall.

'Hello, I'm MacGregor' ... And G.O.P. Canvass Is On

New York Times
9/17/72

By LINDA CHARLTON

PITTSBURGH, Sept. 16—100 have signed up to work in
Shortly after 10:30 this morning, Brentwood and three adjacent
the director of President Nixon's boroughs—are sent out in
re-election campaign pushed the groups of four, equipped with
doorbell at 4053 Brownsville red, white and blue canvass
Road in suburban Brentwood hits and a folder with a picture
and then stood on the awning of President Nixon on the
porch, waiting for a response.

"It doesn't look like any-
body's home," said his wife,
Barbara MacGregor, who had
flown here with her husband,
Clark MacGregor, for the cere-
monial start of the Republican
voter-registration campaign
today.

But just as the group—the
MacGregors and a cluster of
local campaign officials and
workers—was about to turn
away, James Weidely came to
the door and stood just inside
the screen. Mr. MacGregor, who
heads the Committee for the
Re-election of the President,
smiled and said, "Hello, I'm
Clark MacGregor."

Mr. MacGregor is one of 75
campaign "spokesmen" who
were announced as taking part
in today's coast-to-coast "back-

door" voter-registration and
vote effort that is described in

"the No. 1 priority" of the
campaign.

Mr. MacGregor's first job
today is to persuade the loyalty of
Nixon supporters who might
otherwise not bother to regis-

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vote effort that is described in

Frederic V. Malek, the deputy
campaign director whose
responsibilities include both
the canvassing-registration-vot-
ing drive and the volunteers
needed to carry it out, detailed
at a news conference earlier
this week some of the reasons
why this will be a "major
thrust" of the campaign.

First is the fact that "the
President has announced he is
not going to do a great deal of
campaigning," which leads to
the second point, that the role
of the media has been down-
graded. This was already evi-

dent in the 1968 election when
Mr. MacGregor of more than
\$3-million previously ear-
marked for media to the volun-

teers.

Perhaps particularly because

of this, the canvassing is seen as

the only way to insure the loyalty of

Nixon supporters who might

otherwise not bother to regis-

ter.

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Mr. MacGregor's first job

today is to persuade the loyalty of

Nixon supporters who might

that she'd "rather not" identify
her preference for Nov. 7. But
Mrs. MacGregor cried, "That
means she's going to vote for
Mr. Nixon," and Mrs. Seidel
replied, "That's right."

One Undecided Voter

Mrs. Cyrilla Ruffenbach, at
4047, was the only admitted
"undecided." "I haven't made
up my mind," she told Mr.
MacGregor, adding that she
has voted Republican in the
past. She could not say just
why she was undecided now.

Ken Yeachum, 15 years old,
who lived at 4049, said that
he would vote for Senator
George McGovern if he could.

Perhaps particularly because

of this, the canvassing is seen as

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ter.

Mr. MacGregor is one of 75

campaign "spokesmen" who

were announced as taking part

in today's coast-to-coast "back-

door" voter-registration and

vote effort that is described in

"the No. 1 priority" of the

campaign.

Mr. MacGregor's first job

today is to persuade the loyalty of

Nixon supporters who might

otherwise not bother to regis-

VISITS COLUMBUS

Tricia Greets Ohio Residents

COLUMBUS, Ohio (AP) — Tricia Nixon Cox came to Columbus Saturday to stump for her father's re-election and about 100 suburban residents told her she needn't have bothered—they were going to vote for her dad anyway.

Tricia failed to meet a single supporter of President Nixon's Democratic opponent, George McGovern, in the two hours of handshaking and doorbell ringing she spent in Grandview Heights, a Columbus suburb.

"Even if they are Democrats, it doesn't mean they're not supporting my father," she noted pertly when a bystander remarked on the apparent shortage of Democrats in the area.

Earlier Saturday, Tricia spoke to a crowd of some 400 Ohioans in nearby Upper Arlington, officially opening a neighborhood campaign headquarters there.

She promised the crowd that neighborhood campaigning would be the backbone of the Nixon re-election effort, and predicted they would "participate in the biggest people-to-people campaign in the history of our country."

A handful of anti-war protesters gathered in the square in front of the family headquarters by the side of the "peace center" on the Grandview side.

Tricia, 31, was dressed in campaign style, a white jacket and hat with a Nixon campaign logo. She was surrounded by a crowd of supporters who were cheering and waving as she walked through the neighborhood.

reporters and photographers, urged support of her father.

But a few residents, coming to the door to find the President's daughter on the porch, were flabbergasted by the experience.

"I was just going out to mow the lawn when she came to the door," said Patricia Thomas, wife of a roller bearing employe. "I've never been so thrilled in my life," she added.

"It's just terrific. You can bet I'm voting for Nixon."

A widow of two years, 80-year-old Jessie Taylor, told Tricia she had "always been a Nixon supporter and I always will be. I just love your father and your mother."

After about an hour along the street, Tricia was ushered back to her motorecade and left for the airport.

Predictions that football-crazy Columbus residents might be more interested in Ohio State University's game Saturday afternoon with Iowa than with politicking appeared to be unfounded.

Police used a roundabout route to take Mrs. Cox back to the airport and reported no trouble.

For her part, Tricia was expected to have a difficult time for the scheduled reception and tour of the neighborhood. "I've been told that many of the people here are just going to the game and not really interested in politics."

Tricia's visit to Columbus was part of a nationwide tour to support her father's re-election. She is expected to visit several other cities in the coming weeks.



Mrs. Cox campaigns

Tricia Nixon Cox, President Nixon's daughter, stopped to talk to Jesse Taylor, 80, while campaigning in Columbus, Ohio, yesterday morning. In a door-to-door campaign, Mrs. Cox visited 15 homes and opened a neighborhood Nixon headquarters.

AP

Pat Nixon Kicks Off N.Y. Canvassing . . .

By RICHARD GOLDSTEIN

NEW YORK (UPI) — First Lady Pat Nixon, speaking over the chants of a small group of antiwar demonstrators, kicked off a simultaneous 52-city vote canvassing drive yesterday with a warning against over-confidence by her husband's supporters.

Mrs. Nixon, alluding to surveys showing the President far in front of Sen. George McGovern, told the rally, "We hear a lot about the polls" but "the important polls are on election day."

AS SHE SPOKE about a dozen persons in the generally enthusiastic crowd shouted "Stop Nixon, stop the bombing."

Accompanied by Gov. Nelson A. Rockefeller, she later visited a Nixon campaign office and talked by telephone with two voters picked at random.

Rockefeller telephoned Jane Za-

lewski, a Brooklyn housewife, and after telling her that he really was the governor — "I'm not kidding" — put on Mrs. Nixon, who asked, "Did you recognize his voice?"

Mrs. Zalewski later said that during the conversation she thought she was talking to Mrs. Happy Rockefeller, not the first lady. "I was just so shocked that they called our home," said Mrs. Zalewski, who described herself as "a Nixon supporter" although "I'm for the Democratic ticket usually."

SHARON BENFANTE, a Queens housewife, was the second person Mrs. Nixon talked to. Asked later what was said, Mrs. Benfante replied "I was very excited, I hardly remember. I told her I'm a Nixon fan all the way. It really wasn't much of a conversation."

Later, as Mrs. Nixon was led to

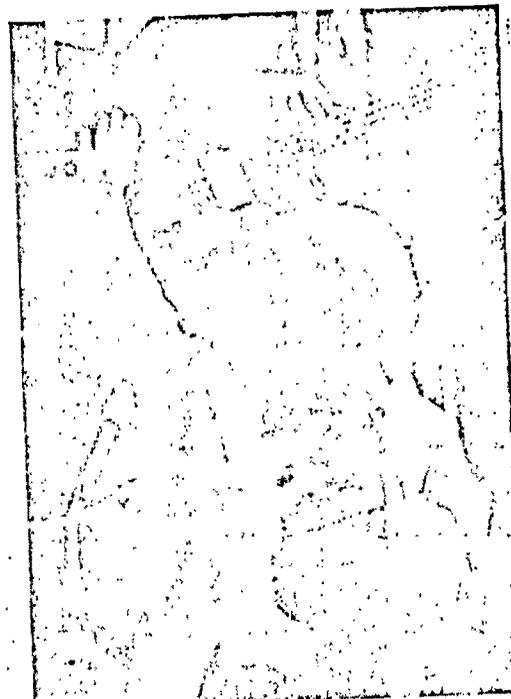
her limousine, a young man tried to engage her in a debate about the Vietnam war, saying "the north isn't bombing anybody."

She did not answer but Rockefeller, who was at her side, sprang to the defense of the administration, saying "they're (the North Vietnam-

ese) the ones who invaded on the ground."

"Who asked you?" replied the youth.

The simultaneous canvassing actions across the nation consist of door to door and telephone drives for voters in support of President Nixon.



Pat Nixon Campaigns In New York

... The GOP canvassed U.S. for votes yesterday-(AP)

Door to Towson door

Nixon's brother canvasses here

BY TRACIE KOZHON

Ding dong.
"Hello, I'm Mr. Nixon."

Shrieks from inside the neat Towson row house on Skidmore court. A woman, her hair in curlers peeks through the screen door and sees Secret Service men and reporters. More shrieks.

No, President Nixon was not in Baltimore county yesterday, but his brother, Edward Nixon, was.

The younger and thinner Mr. Nixon was conducting his first canvass outside his home town of Lynwood, Wash.

Handbook methods

"It isn't too different," he remarked, "except there's more people at home here. In Lynwood, they take off for the mountains on weekends."

Mr. Nixon is a fine canvasser, relaxed and friendly. His methods come straight out of the canvassing handbook presented each volunteer.

Although most residents in the Skidmore court area voiced approval of the President's policies and promised to vote Republican, one woman dared tell the President's brother she was leaning toward George S. McGovern, the Democratic vice presidential candidate.

No argument

Mr. Nixon, like any good campaigner, was undaunted—and succinct.

"Well," he smiled politely, "thank you for your opinion."

The handbook instructs canvassers not to argue with the opposition.

But most of the doors that opened to Mr. Nixon were closed.

See BROTHER, A21, Col. 2



Edward Nixon talks with Nancy Menefee in the Towson area during a day of campaigning for his brother. Mrs. Menefee was among the few McGovern supporters Mr. Nixon encountered in his door-to-door canvass of the Baltimore county neighborhood.

The report presented the National Park Service and the National Parks Commis- sion for making it to make this study. "An explicit criticism was an inevitable result."

The foundation president, Sidney Howe, wrote that the federal agencies left their "hands off" the preparation of the report while negotiating fully with the foundation's investigators.

The result was a set of recommendations widely to

Anti-hijacking devices bought

Washington, D.C. — A \$27 million purchase of 1,771 anti-hijacking devices and 147,470 units for coded anti-hijacking devices was announced yesterday by the Transportation Department.

Jerry A. Volpe, Transportation Secretary, said the units would be operated and maintained by the Federal Bureau of Investigation, Federal Bureau of Prisons, Federal Bureau of Investigation, Federal Bureau of Prisons, Federal Bureau of Investigation, Federal Bureau of Prisons.

All the hand-held units are to be delivered by November.

The walk-in units are to be delivered by November. The walk-in units are to be delivered by November. The walk-in units are to be delivered by November.

See AIRPORTS, A6, Col. 1

Root Sun
9/17/72
page 1

Also see p. 5

Blaming of ...

See PARKS, A6, Col. 1

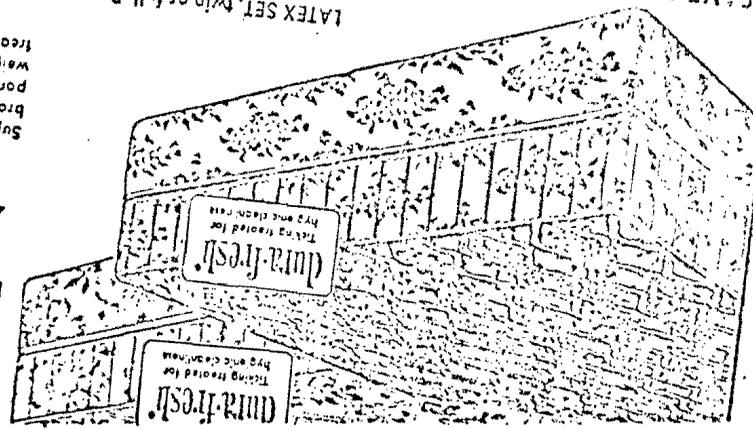
See AIRPORTS, A6, Col. 1

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Edward Nixon knocks on Towson doors to get votes for brother

BROTHER. from AI Nixon were wide open. Richard Polites, 48, who billed himself as "the only redheaded Greek in captivity," said he had voted for President Nixon last time "and the time before."

Hopes for Congress
 Mr. Polites, who insisted the neighborhood was actually only 20 per cent registered Republican, said he hoped the predicted Nixon landslide would be sufficient to elect a majority of Republicans to Congress.

Mr. Nixon, the canvasser, agreed. "Although the polls show my brother will win, what we're aiming for is a Republican Congress," he said as he rapped twice on another screen door.

"Southern" strategy
 Senator J. Glenn Beall (R., Md.), following Mr. Nixon's handshaking tour, was also in agreement. Although he is not running for re-election this year, he laughed, "there's always '76." Then Mr. Beall added, "But, of course, I'm

mainly here to help get the President re-elected." State Senator John J. Bishop, Jr. (D., Baltimore county), coming along third in the handshaking lineup, made no bones about his own campaigning.

"I'm Jack Bishop. I'm your state senator now, but I'm running for Congress," he said. With the handclasp came a brochure with his photograph on the cover. Before the door-to-door work there was a rally at 10.30 A.M. in the American Legion Hall

on York road. Mr. Beall introduced Mr. Nixon, who told the young crowd of about 400, "They talk about our Southern strategy, but the only strategy we have is to get every Democrat below the Canadian border."

Man thrown from 3d-floor balcony dies
 A 50-year-old man was thrown to his death last night from the third-floor balcony of a high-rise apartment project in the 700 block George street after an argument that involved use of a telephone, police reported. The victim, William Miller, a

His remarks were followed by enthusiastic applause. Yesterday was also marked by another local political event, the opening of the McGovern-Sriver headquarters at 2121 Maryland avenue. Although the event was

resident of the complex, was pronounced dead on arrival at University Hospital shortly after the 6 P.M. incident. Police were seeking a bald Negro man in his 30's in connection with the killing.

billed as a "grand opening", the headquarters was quiet and there were only a few posters in the window. Inside the affair resembled an Ivy League college cocktail party for young faculty members. Representative Parren J. Mitchell (D., 7th and Delaware) and Walter Dean (D., 8th) were also present. The party was held at the headquarters of the McGovern-Sriver campaign.

Witnesses told police they saw Mr. Miller, who had only one arm and one eye, and his assistant on the balcony and watched as the bald man picked up Mr. Miller and threw him over an iron railing to the grass three floors below.

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GREATEST SALE

IN BALTIMORE

Romney Rings Door Bells in L.A. Seeking Support for Nixon

BY DOROTHY TOWNSEND
Times Staff Writer

George Romney rang doorbells and addressed a crowd of Nixon supporters and one heckler Saturday to kick off a voter canvassing drive here coinciding with similar Republican efforts in 30 other cities.

The Housing and Urban Development Secretary was one of five persons close to the Nixon Administration who led off voter canvassing walks in five California metropolitan areas.

Herb Klein, presidential director of communications, led a precinct walk in Sacramento; William D. Ruckelshaus, Environmental

Mrs. Nixon opens a voter canvassing drive in New York, Section A, Page 3.

Protection Agency administrator, was in San Francisco, and Republican National Committee co-chairman Anne Armstrong and Tom Evans were in Orange and San Diego counties, respectively.

Party spokesmen said the door-to-door effort was undertaken for purposes of voter identification with an aim to registering unregistered voters, particularly Republicans, and recruiting still more volunteer workers for the Nixon campaign.

Romney's activities here included an address at a GOP rally at Torrance Elementary School. It was not Romney speaking, however, but a rock-and-roll singer, when the lone intruder from the Democratic camp, a woman, made her presence known.

"Yay, McGovern," she shouted after singer Tommy Rowe made an uncomplimentary allusion to Democratic Sen. George S. McGovern's candidacy for the Presidency.

A hush fell over the rally, and she shouted again, "Yay, McGovern!"

Rowe grinned and said: "Wrong meeting."

Please Turn to Page 16, Col. 1

... largely being ignored.

Frank Muzzi oversees the farming of artichokes and brussel sprouts for his father and uncle on some 450 acres of land that lips the Pacific shoreline of south-central San Mateo County.

Two weeks ago truckloads of brussel sprouts (80% of the nation's brussel sprouts come from the headlands of San Mateo and Santa Cruz counties) worth \$2,000 were dumped by agricultural inspectors because maggots were found in the sprouts.

Muzzi says the maggots were laid by flies that feed on human waste scattered on the state and county beaches by thousands of Bay Area residents who flock to the area every weekend.

Job of Cleaning Up

Two Muzzi workers spend 36 hours a week just cleaning up after the weekend crowds.

He says the same visitors trespass on his farmland by the hundreds, ripping down fences, driving their campers across fields, stealing vegetables and sprinkler heads used to irrigate his crops and breaking into his vehicles and storage areas to siphon gasoline.

Muzzi and his brother Joe carry .30-06 rifles in the cabs of their pickup trucks these days. They feel threatened by those who come from other places.

They blame the conservationists for this plight.

They say the conservationists in their battle with firms seeking to develop portions of this coastline have spotlighted it as a place which belongs to the public.

They say the publicity has generated a flood of people who do not distinguish between public and private land.

Frank Scotequazza, Ed Lea, Guido Santini, Louis Jacopi and Bruno Santini farm headlands along the central coast of San Mateo County, near Half Moon Bay.

Each year they depend on small streams running down from the Santa Cruz Mountains (which divide the county into two parts, rural and urban) to keep their valuable crops producing.

This year, because of the worst drought in the history of California, water was scarce. Then it stopped completely.

The farmers found that intruders from "over the hill" who owned second home type large ranches in the



ACTIVIST — Pat Barrentine, of Committee for Green Hills, is of belief that state should own all of San Mateo beaches.

Times photo



VICTIM — Frank Muzzi, grower of brussels sprouts and artichokes, says trespassers tear down fences, steal his crops.

chased 100 tons of hay for the horse owners. Some 60 more tons will have to be purchased before the vegetable crop is in, costing the farmers in the neighborhood of \$8,000.

They do not mind. The crops they are raising are worth \$250,000.

They blame conservationists for this trauma, and they fear they still will lose about half of their expected crop.

"The conservationists have prevented us from putting in any kind

Romney Leads Voter Canvassing Campaign

Continued from Page D

"No," she said, "right meeting. I'm a spy." She identified herself after the meeting as Mary Zucconi, a volunteer worker for the McGovern campaign. She remained silent while Romney was speaking.

Romney doffed his suit coat for the doorbell ringing and accompanied by Rowe, former Miss America Mary Ann Mobley and actor Gary Collins, called at seven houses in another Torrance neighborhood and talked to one man on the street.

Only one house did not open when Romney rang. It was the first one he went to on tree-shaded Madrid St.

"I hope somebody's home and we don't scare them to death," the HUD secretary said as he mounted the steps. A member of the Romney entourage noted that curtains had been drawn since the party of political workers and news media crossed the street. But no one answered the door.

On his brief walk, Romney encountered no anti-

Nixon residents. Two said they were registered Democrats who would support the Republican ticket.

Asked if the precinct had been picked as an exem-

plar pro-Nixon neighborhood, a party worker said the precinct showed 35% Republican registration to 55% Democratic.

Allan Hoffenblum, director of field operations for Los Angeles County, said Torrance is "about 41% Republican by registration but subject to get about 70% of the vote" for GOP candidates.

"It's an area that has a
Please Turn to Pg. 17, Col. 1

INVENTORS

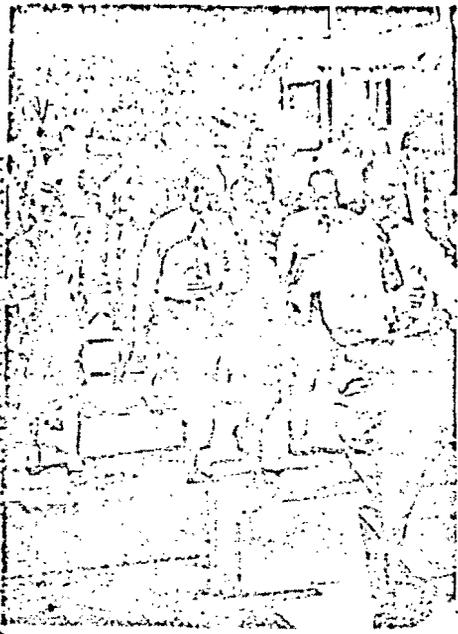
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DOOR-TO-DOOR—Housing Secretary George Romney leads volunteers on a voter hunt in Torrance. Times photo by Don Cornner

ROMNEY SPEECH

Continued from 16th Page
tremendous high swing Democratic vote," he said.

Forty-five Nixon headquarters in the county conducted canvassing drives Saturday, sending approximately 5,000 volunteers door to door, Hoffenbium said.

No heckling was reported in the four other California areas canvassed. In San Francisco, Ruckelshaus canvassed about 10 houses as well as people on the street. Two houses would not open doors to him and conversation was carried on through closed doors as he stood outside, a party spokesman said. The occupant of one of the houses said she was a Democrat and would not open the door to a Republican, the spokesman said.

Reagan's Daughter, Shultz Aid Drive

AUSTIN, Tex. (AP)—Secretary of the Treasury George P. Shultz and Maureen Reagan knocked on doors for President

Nixon Saturday and in a canvass of nine houses found three Nixon supporters, two backers of George S. McGovern and four "not homes."

The latter included a house where a small boy answered the doorbell and announced: "Mother's in the bathtub."

The McGovern backers included Susan Longley, who works for state Rep. Frances (Sissy) Farenthold, one of three national directors of Citizens for McGovern. Schultz and Miss Reagan, daughter of California Gov. Reagan, apparently didn't know who she was.

"Is there anything we can say to persuade you" to vote for Mr. Nixon's reelection, Miss Reagan asked.

"No," Miss Longley replied and Schultz and Miss Reagan went on to the next house.

They checked nine houses in Pemberton Heights—the most fashionable neighborhood in Austin.

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September 26, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Malek's Field
Organization Report

Clark MacGregor forwarded Fred Malek's field organization report today. Malek apologized for the two week delay. To summarize Malek's points:

- 1) All staffing and start-up problems have been resolved;
- 2) The canvass control system under Millican enables Malek to monitor the headquarters by headquarter progress of the key state canvass;
- 3) All state budgets have been set, in spite of additional requests.
- 4) A separate, detailed report on campaign materials has been submitted. The man responsible is Lewis Dale, former patronage aide to Tom Evans at the RNC;
- 5) Key states with organizational problems (Texas, California, Pennsylvania and New York) have received personal attention and where appropriate, additional men to implement the programs;
- 6) The animosity between 1701, the RNC, and the regular GOP has been ameliorated. Even the press is reporting Malek is respected by the RNC.
- 7) Malek's assessment of the current position indicates the campaign will fail

short of its goal of canvassing 75% of the priority precincts. The problem states are New York, in spite of Mitchell's assistance, Pennsylvania, Texas, Missouri, West Virginia, Washington, and Oregon.

GS:car

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

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

September 22, 1972

MEMORANDUM FOR: CLARK MACGREGOR.
FROM: FRED MALEK *FMM*
SUBJECT: Progress Report on Political Division Operations

The purpose of this memorandum is to review the progress over the last six weeks in the field organization and to assess at this point how the campaign generally is shaping up and what we can expect over the next sixty days. Generally, we've taken the following actions in the six weeks since the last written report.

1. Completed our 1701 re-staffing and staff break-in efforts.
2. Ironed out state campaign start-up problems - such as state budgets, state campaign and canvass materials allocations, etc.
3. Took steps to strengthen our ties with the Party organization in each state and at the national level.
4. Begun pushing state and county organizations to prepare for an all out effort on our canvassing, registration and voter turn out, which we formally kicked off September 16.

I will review the most important activities relating to the above actions and then assess where we now stand in the campaigns in each state and what we can realistically expect in the state campaigns over the next sixty days.

1701 FIELD DIVISION RE-STAFFING

Our 1701 staff went through its shake down in the month of August. As you know, our regional directors were on board by the first of August as were the major pieces of our support staff. In a couple of cases, we have had to make some adjustments in responsibility and duties in our headquarters staff.

Rick Fore, formerly director of training, has now been given a broadened mandate and is also responsible for programmatic elements of the canvassing effort and distribution of canvassing materials to the states.

Manyon Millican now is responsible only for control and accountability of the states' canvassing activities. As you know, we have set up a Master Control Room at 1730 to keep track of canvassing results in each county in the United States. Manyon is overseeing this tracking effort.

Lewis Dale has been given two important tasks: (1) to oversee state budget allocations and police state expenditures, and (2) to see that distribution of campaign materials goes smoothly.

Our team is through the shake down period and is devoting its entire energies toward operations.

LAYING OUT STATE CAMPAIGN START UP PROBLEMS

As you know from your trips into the field, we have had several nagging start up problems which have hindered the states' efforts to get the campaign in gear. For the most part these are now behind us:

- a. State Budgets - All states now have approved monthly cash flow budgets. The finance division is sending money according to the cash flow schedules and this system is working satisfactorily. See Tab A for our present position on state spending. Nine or ten states have come back for supplements, but to now I have held the line on additional spending.
- b. Campaign Materials - As you have observed on your trips, we have also had materials problems in many states, as was described to you this morning. However, the operating structure has now been improved, backlog has been reduced to less than 20%, and the four distribution warehouses are now filling campaign orders at a rapid clip. Most of the complaints pertain to yesterday's problems, and we are working with individual states to improve distribution within the state.
- c. Campaign Canvassing Materials - There have been shortages and mis-allocations of materials in several instances. Three weeks ago I increased our budget for these materials by one-third so that each state will have adequate allocations to cover at least 50% of their households. The complaints have subsided in the last ten days.
- d. Efforts in individual states were strengthened as follows:
 - . In Texas, we appointed Bill Clements as Co-Chairman and Director of Operations for the state, to replace Fred Agnich, who was simply not getting the job done. In turn, Peter O'Donnell has been appointed by Clements to oversee the canvassing effort. This is a good move since Peter is one of the most knowledgeable canvassing pros in the business.

. In California, Marvin Collins is now plugged directly into the four regional chairmen. With Marvin properly positioned and after our trip there to push canvassing and build harmony among party leaders, I feel operations are moving much more rapidly than they were.

. New York has been dragging its feet and not implementing our canvassing program. I met with Bixby and his top lieutenants last week to attempt to remove the road blocks. I am now satisfied that we will have a good canvass effort in upstate. Perrotta, the New York City Chairman, is still not on board, and I will continue to work on him. Unfortunately, New York will require constant prodding and close supervision on both of our parts if we are to keep them motivated.

. Pennsylvania has also been slow off the mark. To a great extent, their problems have stemmed from a lack of strong leadership at the top. I have met with Specter on this and I expect that he will spend much more time on the campaign. We should see more rapid movement there.

REBUILDING TIES WITH THE PARTY

As you know, a great deal of resentment had built up over the last year between the GOP and the 1701 organization due to a number of factors. We knew that these resentments were building up before the convention; and because of this, our convention strategy was to direct our efforts almost exclusively to improving relations with Party and Nixon Chairmen.

I feel that the time we both have taken since the convention to meet with Party leaders has virtually eliminated the resentment which flaired at the convention.

- . Your travels in the various states and meetings with the GOP and CRP officials has done a great deal to ameliorate the problem.
- . As you know I have started a series of telephone calls to Party officials to discuss their problems and to get to know them. These are directed particularly at the hot spots. Discussions with Andrews in Ohio, Jones in Pennsylvania, Davenport in Washington and many others have begun to calm the water.
- . In addition, I have directed the Regional Directors to pay particular attention to Party officials as they travel throughout the states and to call on them or phone them to let them know what we're doing.

- . We're making a great effort to jointly operate the voter identification, registration and turn out canvassing with the RNC, and the State GOP organizations. For example, the RNC took responsibility for some 20 of the 50 cities in our canvass kick off. In essence the two field divisions have merged for the purpose of getting the canvassing underway.
- . The carefully planned Tuesday, September 12th meeting of the RNC and CRP Chairmen here in Washington to explain the national campaign to the party apparatus bore real fruit. It was favorably reported in the press, and all feed back indicates that it laid away any resentments lingering after the convention.
- . Finally, I have been having regular contact with Dole and Evans on topics of mutual interest. The regular Friday lunch with Evans has turned around his formerly unfavorable tone.

In short, we are dealing with a problem which is a natural one and will never go away completely. However, the excess heat is now out of this situation and I expect the problem will be under control through the election.

GETTING STATE CANVASSING EFFORTS UNDERWAY

Since the convention, the major thrust of the Political Division has been to get the states organized and underway on their canvassing effort. This entailed efforts in the following areas:

- . We have held workshops in the states to explain the details of the canvassing program and how specifically to organize the canvass in each storefront across the country. Tab B indicates progress in holding these workshops to date.
- . We have pushed for development of state and county organizations and for headquarters openings. Our regional directors have spent almost their entire time working with the states to get them structured and operating for the canvassing.
- . The regional directors in the key states have been spending considerable time getting the telephone centers organized and operating. I have recently had a report on the progress of these efforts and am most satisfied that the telephone banks are opened and getting underway as planned. These banks will make a major contribution to our efforts to contact the voters. Tab C gives a summary of these activities for each state.

We have established the canvassing control and accountability system that you reviewed yesterday. We are asking each storefront headquarters to keep strict account of each door to door canvassing kit. Each canvasser's results will be posted on control panels at the storefront headquarters and summary panels permit storefronts to report progress to the county and state organizations. In addition, we have contracted for an 800 in-watts number so that on each Monday, each Nixon storefront in every state reports to our National Control Center the results of their canvassing for the campaign through the preceeding Saturday. This helps to spot weak areas and get fieldmen involved to straighten out the problems, and it also allows us to set up competition between headquarters, states, and regional directors for canvassing performance.

We kicked off our national canvass program on Saturday, September 16. This took the energies of the entire Political Division for the two preceeding weeks. The highly successful results which have been reported to you in previous memos made the exercise well worth the effort.

AN ASSESSMENT OF OUR PRESENT POSITION

As we knew from the beginning, our door to door canvassing project is a highly ambitious one. Because we started several months behind in getting the proper organization in place, funded, and instructed in canvass techniques, we have always been in the position of playing catch-up ball. In retrospect our goals are even more ambitious than we realized at the time. We're finding that canvassing is an activity that everyone gives great lip service to but is generally not well done. In addition, the present lead in the polls has eroded the sense of urgency of many of our state leaders.

Because of the lateness of our start as well as the complacence we all noted, we will fall short of our goal to canvass 75% of our priority precincts in many of our states. Right now I expect that we will have strong canvassing efforts in the New England states and the key states of Connecticut, Michigan, Illinois, California, Maryland and Ohio. New Jersey is behind, but coming on fast and we will have a good effort there. The farm and mountain states will be spotty. Iowa, Nebraska and Minnesota will do a good job. Some of the other states - Kansas, Montana and Idaho will fall well behind our initial expectations. There will be only token canvassing in some of the southern and border states.

I am particularly concerned about the campaigns in New York, Pennsylvania, Texas, Missouri, West Virginia, Washington and Oregon. I visited New York and Pennsylvania last week and will be in Texas, Washington, Oregon and California next week. The New York City organization is really weak and is

simply not pushing the canvassing/telephone effort. They will not perform above 30% of standard as things now stand. Pennsylvania is also behind due to poor direction but is more correctable than New York. The problem in Texas is a late start coupled with some friction among the leadership. At present their canvass/telephone effort is in trouble, but I am hopeful that we can still turn it around.

At this point there are only two ways to bolster these problem states. The first is to exert maximum pressure from here on the state leadership to get their job done. I have already begun to do this and you may well begin receiving complaints. The other avenue is to divert resources from our national staff into the problem states. Accordingly, the following steps are now being taken:

- . I have assigned experienced fieldmen permanently to several of the key states which are having difficulty in getting their organizations firmed up. Two men will be helping Gordon Gooch in New York; another two will be working exclusively in Pennsylvania. Also, I have assigned one fieldman to work with Marvin Collins in California and two full time men to go to Texas and work with Tom Reed and Peter O'Donnell. These men will work with state, county and storefront organization leaders to speed the canvassing efforts. All are good technicians who passed the canvass kick off test in the field. They will spend full time on the canvassing/telephone efforts and will be responsible to move these programs at the local levels.
- . In two secondary battleground states - Missouri and West Virginia - I have assigned Tom Crouch, one of the national fieldmen, responsibility for getting their canvassing activities underway. He in no way replaces Peter Sawers; but I felt that an extra push was needed by a man with Tom's expertise, as we have had real problems in these states. I have been quite impressed with Tom; his work in setting up Mrs. Nixon's canvassing kick off visit to Queens was particularly impressive and he will provide Sawers with strong day to day support.
- . Additional recommendations for Washington and Oregon will follow my visits this week.

Additional fieldmen from the voter bloc groups will be moved into the lagging states during October, as necessary.

In summary, I am more than pleased with the progress we have made since July in getting the campaign off the ground. Actually we've had fewer problems than we might have expected. While we may not reach our canvassing goals in all states, we nevertheless will have strong efforts in most states. Furthermore, I expect to be spending more and more of 1701's resources in those key states where we are having problems. While this takes resources and management time away from some of the sure states, I feel it is worthwhile.

Despite these efforts, we will never reach our standard in states like New York, Pennsylvania and Texas. Rather our goals in these states will be to raise their performance from the present 30% of standard to a 60% level as compared with other key states.

Finally, in spite of the above assessment, I'm sure that our efforts in the states will be the best ever mounted in a national campaign and that they will far surpass McGovern's vaunted ability in campaign organization.

Made

2/10/72

Finance Commission to Re-submit the Prudential Budget and Expenditures to Budget

STATE	Transfer 4/2/66-2/61	Contribution 2/61-2/66	Temperature 2/7-2/10	Major Office 2/7-2/10	Through 2/6	Total State Budget	Diff. line to 2003 Budget	State Budget through 2/10	Diff. for 20 Budget	General Expend. through 2/10	One Hundredth through 2/10	Diff. for 20 Budget	Percent of State Budget
Alabama	37,715	3,514		5,571	36,144	66,966	3,017	33,162	3,068	5,932	21,352	14,373	14.4%
Alaska	12,330	2,374		2,374	10,956	3,112	1,112	11,068	1,112	11,068	11,068	11,068	22.2%
Arizona	27,016	5,312		11,524	15,492	34,918	7,074	37,892	7,074	13,247	24,645	13,247	13.2%
Arkansas	27,291	3,319		15,776	11,515	31,791	2,279	34,070	2,279	1,583	32,487	15,833	25.0%
California	7,577,185	174,391		11,076	7,687,571	2,777,207	1,118,814	14,114,117	2,835,631	1,233,239	12,880,878	12,880,878	26.1%
Colorado	43,554	2,512		14,374	29,180	76,655	31,541	116,191	31,541	18,693	97,498	11,707	5.1%
Connecticut	73,233	2,279		8,224	65,009	142,950	31,541	196,541	31,541	14,317	182,224	11,707	3.3%
District of Columbia	11,111	22,333		8,271	31,614	82,225	4,225	86,450	4,225	22,733	63,717	41,933	30.7%
Florida	23,254	24,270		5,274	18,976	35,233	4,112	23,088	4,112	22,507	1,581	1,581	4.1%
Georgia	23,142	5,274		11,576	11,566	13,442	5,733	19,175	5,733	22,497	2,322	2,322	2.1%
Greenland	25,149	5,274		14,374	9,775	34,149	11,410	45,559	11,410	19,720	25,839	13,111	10.2%
Hawaii	2,313	31,522		8,274	23,248	63,550	19,241	82,791	19,241	14,154	68,637	49,483	10.2%
Idaho	174,725	1,355		10,527	163,200	331,220	54,154	552,332	54,154	205,300	346,932	12,242	3.7%
Illinois	71,577	2,225		11,181	60,396	157,576	54,793	212,369	54,793	50,223	162,146	11,707	1.1%
Indiana	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
Iowa	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
Kansas	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
Kentucky	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
Louisiana	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
Maine	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
Massachusetts	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
Michigan	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
Minnesota	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
Mississippi	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
Missouri	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
Montana	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
Nebraska	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
Nevada	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
New Hampshire	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
New Jersey	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
New Mexico	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
New York	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
North Carolina	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
North Dakota	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
Ohio	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
Oklahoma	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
Oregon	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
Pennsylvania	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
Rhode Island	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
South Carolina	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
South Dakota	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
Tennessee	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
Texas	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
Utah	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
Vermont	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
Virginia	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
Washington	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
West Virginia	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
Wisconsin	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
Wyoming	25,025	2,453		10,319	14,706	37,735	12,597	50,332	12,597	17,272	33,060	15,762	9.4%
Unassigned													
Foreign													
Miscellaneous													
TOTAL	4,761,272	487,770	59,252	472,658	5,897,355	11,795,145	5,245,222	7,097,153	1,777,288	3,511,609	4,152,759	1,121,720	11.2%

1/21/72

2/10/72

Finance Commission to Re-submit the Prudential Budget and Expenditures to Budget

2/10/72

2/10/72

2/10/72

2/10/72

2/10/72

2/10/72

2/10/72

2/10/72

2/10/72

WORKSHOP SESSIONS
(Completed and Planned)

<u>State</u>	<u>Number</u>
Alabama	1
Alaska	1
Arizona	1
Arkansas	1
California	4
Colorado	1
Connecticut	1
Delaware	1
Florida	1
Georgia	1
Hawaii	1
Idaho	1
Illinois	1
Indiana	3
Iowa	1
Kansas	1
Kentucky	1
Louisiana	1
Maine	1
Maryland	1
Massachusetts	1
Michigan	1
Minnesota	1
Mississippi	1
Missouri	1
Montana	1
Nebraska	1
Nevada	1
New Hampshire	2
New Jersey	1
New Mexico	1
New York	1
North Carolina	Planned
North Dakota	Planned
Ohio	1
Oklahoma	1
Oregon	1
Pennsylvania	1
Rhode Island	1
South Carolina	1

WORKSHOPS, con't.

<u>State</u>	<u>Number</u>
South Dakota	1
Tennessee	1
Texas	2
Utah	1
Vermont	1
Virginia	1
Washington	1
West Virginia	Planned
Wisconsin	1
Wyoming	1

TELEPHONE CAMPAIGN PROGRESS CHART

STATE	BUDGETED NO. OF CENTERS	NO. OF PHONE CENTER CHAIRMEN RECRUITED	CENTERS LOCATED TO DATE	COMPUTER LISTS RECEIVE FOR HOW MANY CENTERS?	PROJECTED DATE FOR START OF OPERATIONS (Week of...)	# OF ORIENTATION MEETINGS		WHO ATTENDED?	OVERALL STATUS
						DATE			
California	46	46	46	46	9/4	2	7/22	NB CH RS	GOOD
Connecticut	6	6	6	6	9/4	1	8/30	NB CH	NEED LISTS
Downstate ILLINOIS Suburban	18	17	18	18	9/11	1	8/14	NB	NEED LISTS
	17	17	17	17	9/11	1	8/14	NB	
Maryland	4	4	4	4	9/4	1	8/5	NB CH	Good -- need list for Anne Arundel
Michigan	19	16	18	19	9/11				Different program from other states
New Jersey	22	16	17	18	9/11	1	8/26	NB CH RS	Late start but good progress
Upstate New York NYC	22	22	21	20	9/11	9/11	9/28- 8/24	NB CH	OK -- Phone Co. delays, deferred start up.
	1	1	1	1	9/11	3	8/24	NB CH RS	
Ohio	21	20	21	21	9/4	2	8/12	NB	GOOD -- need lists
Pennsylvania	33	28	33	33	9/11	1	8/12	NB CH RS	Need phone center leaders
Texas	49	29	35	26	9/0-9/8	2	8/19	NB CH	OK -- Delayed start up

Chapin

DN 9/26

Spitz - ~~Should be done on 9/27~~

RR pissed off

Holmes, Tuttle equally pissed
Nof → Bull + do something

L.A. recep -

Receiving line: P + 1st Lady
Ed Carter + His wife
Orley

RR wants
in line

Bull says Carter's party

Cancelled RR appearance in
Houston

- Ill, Phil, etc - all open.

Taft Shreiber, Ed Carter etc.

RR, etc vs.

RR never invited to fly
fr/SF to LA

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 22, 1972

MEMORANDUM FOR THE HONORABLE CLARK MacGREGOR

THROUGH: JEB S. MAGRUDER
FROM: ANTHONY M. MCDONALD, JR. *(am)*
SUBJECT: Victory '72 Dinner Telecast

The attached script has been approved by the White House and is currently being used as our working guide for the Victory '72 telecast on September 26, 1972. It does not differ substantially from the original that you recently forwarded. The attached diagram indicates the new entrance arrangement for the President and Mrs. Nixon.

Mrs. Nixon will not talk on volunteerism, and as you will note, we simply lengthened the video tape of the convention highlights. The tape is currently being edited in New York and moves very well.

I have asked Art Amolsch of the Press Department to prepare suggested copy for you and have stressed to him the importance of exact timing. Any over-run of the one hour time limit would incur great extra cost.

On the evening of the telecast, Mark Goode of the White House staff and I would like the opportunity to give you a final briefing of the telecast at your convenience. We will be in New York from Saturday until the telecast working with the production company.

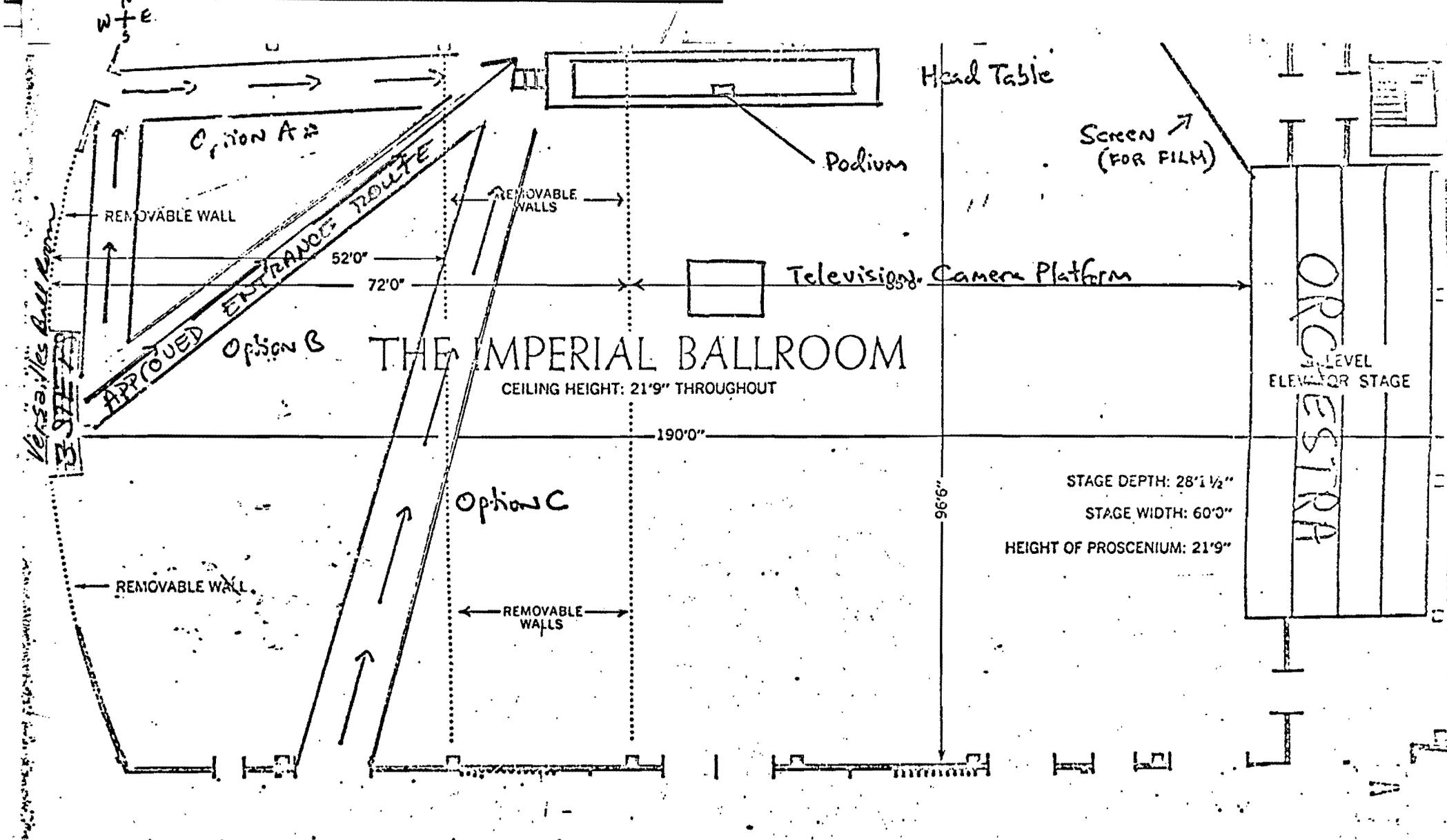
Thank you.

cc: Al Abrahams

PM	AUDIO	VIDEO
9:30	<p>GIVE MY REGARDS TO BROADWAY TYMPANY [10 to 15 SECS.] V.O. ANNOUNCER: INTRODUCES DINNER CHAIRMAN LASKER [15 to 20 SECS.]</p>	<p>WIDE SHOTS OF BANQUET ROOMS IN CHICAGO AND NEW YORK</p>
9:30:30	<p>LASKER WELCOMES GUESTS AND INTRODUCES CLARK MacGREGOR [1 MINS.]</p>	<p>CUT TO LASKER AT LECTERN LASKER (FOLLOW SPOT ON MacGREGOR)</p>
9:31:31	<p>WALK ON MUSIC AND APPLAUSE MacGREGOR WELCOME AND OPENING REMARKS [5 MINS.]</p>	<p>WIDEN TO 2 SHOT AS MacGREGOR STEPS TO PODIUM MacGREGOR</p>
9:36:30	<p>MacGREGOR INTRODUCES DOLE [30 SECS.]</p>	<p>(FOLLOW SPOT ON DOLE)</p>
9:37	<p>WALK ON MUSIC AND APPLAUSE DOLE REMARKS AND INTRODUCTIONS OF CONVENTION HIGHLIGHTS [11 MINS.]</p>	<p>WIDEN TO 2 SHOT AS DOLE ENTERS DOLE [2 MINS.] VIDEO TAPE OF CONVENTION [9 MINS.]</p>
9:48	<p>DOLE TURNS PROGRAM BACK TO MacGREGOR MacGREGOR INTRODUCES CHICAGO DINNER CHAIRMAN (30 SECS.)</p>	<p>MacGREGOR AT PODIUM MacGREGOR</p>
		<p>SWITCH LIVE COVERAGE FROM NEW YORK TO CHICAGO</p>

AUDIO	VIDEO
<p>9:48:30 CHICAGO DINNER CHAIRMAN' WELCOMING REMARKS INTRODUCES ANNE ARMSTRONG [1 MIN.]</p> <p>9:49:30 WALK ON MUSIC AND APPLAUSE</p> <p>MRS. ARMSTRONG INTRODUCES THE VICE PRESI- DENT [2 MINS.]</p> <p>9:51:30 MUSIC AND APPLAUSE</p> <p>REMARKS BY THE VICE PRESIDENT [10 MINS.]</p> <p>APPLAUSE [1 MIN.]</p>	<p>CUT TO WOOD AT PODIUM</p> <p>WIDEN TO 2 SHOT AS MRS. ARMSTRONG STEPS TO PODIUM</p> <p>MRS. ARMSTRONG</p> <p>(FOLLOW SPOT ON VICE PRESIDENT)</p> <p>VICE PRESIDENT AT THE PODIUM</p>
<p>10:02:30 MacGREGOR THANKS VICE PRESIDENT [10 SECS.]</p>	<p>MacGREGOR IN NEW YORK /SPLIT SCREEN/ VICE PRESIDENT IN CHICAGO WAVING TO CROWD</p>
<p>10:02:40 MacGREGOR INTRODUCES THE PRESIDENT AND AND MRS. NIXON [50 SECS.]</p> <p>10:03:30 MUSIC (HAIL TO THE CHIEF) AND APPLAUSE [2 MINS.]</p> <p>10:05:30 MacGREGOR INTRODUCES MRS. NIXON [30 SECS.]</p>	<p>MacGREGOR FULL SCREEN</p> <p>THE PRESIDENT AND MRS. NIXON ENTER FROM THE VERSAILLES BALLROOM AND ACKNOWLEDGE</p> <p>MacGREGOR AT PODIUM</p>

AUDIO	VIDEO
(10:06) APPLAUSE	WIDEN TO 2 SHOT AS MRS. NIXON TAKES A BOW
10:06 MacGREGOR INTRODUCES THE PRESIDENT [1 MIN.]	MacGREGOR AT PODIUM
10:07 REMARKS BY THE PRESIDENT [15 MINS.]	THE PRESIDENT
10:22 PRESIDENT COMPLETES REMARKS WITH REFERENCE TO VICE PRESIDENT	
10:22:01 REACTION OF PRESIDENT'S SPEECH AND MUSIC [2 to 3 MINS.]	PRESIDENT ACKNOWLEDGES AUDIENCE REACTION /SPLIT SCREEN/ VICE PRESIDENT IN CHICAGO WAVING
MUSIC 10:27 VO ANNOUNCE: CLOSING [BACK TIME 30 SECS.]	FULL SCREEN PRESIDENT HANDSHAKING ON DIAS BLACK*
*3 MINUTE PAD FOR RUNOVERS OF REACTIONS AND SPEECHES	



Dale

September 26, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Campaign Materials

MacGregor and Malek met September 22 to review the current campaign materials situation. Lewis Dale, who has been assigned as the man responsible for campaign materials, received specific instructions. The first being a weekly report of the status of materials distributed.

Malek attributes the materials problems to three factors. First, there is 2 to 3 times the demand for materials in 1972 than there was in 1968. Both the increased support for the President and the quality of the materials is cited. Second, the amount allocated in the national budget for materials is \$2,200 (1968 - \$2,000). The 1972 budget has been increased to \$2,400. Unlike 1968, the states have not had the freedom in allocating their budgets to materials. More is being spent on field organization. However, Malek has now directed certain states (Pennsylvania, Ohio, and Indiana) to relocate some of their budgets to materials.

The third reason for the materials problem for the most serious. Over 80% of the scheduled materials have been shipped to various requested headquarters within the states. However, the State Chairmen, and other top officials, do not realize they have arrived and do not push for the distribution. In New York, for example, the State CRP and GOP leadership claimed they had not received materials. Lewis Dale and Peter Dailey reviewed the shipping orders and receipts signed by New York CRP officials. The result was that 80%

of all materials were in the state in the hands of local CRP officials but the top officials did not know this.

The solution will be that MacGregor will contact each state chairman indicating the percentage of materials in the state and that it is their immediate responsibility to distribute them.

Last night Ed Cox stopped in my office to review the Virginia Senate race. He asked me about the campaign materials situation because he had been receiving complaints. He asked for any description of the situation that I had. I gave him a copy of the Dale memorandum and an oral description of the MacGregor-Ealek actions.

GS:car

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 25, 1972

MEMORANDUM FOR:

Fred Malek ✓
Jeb Magruder

FROM:

Lewis Dale 

SUBJECT:

Promotional Materials

As of September 22nd, the four distribution centers had received 653 orders and had shipped 634, with backorders outstanding. The statistics for the last reporting period (8/1-9/12) were drawn from copies of 299 orders. We have now received an additional 289 orders and also have records of 386 backorder shipments.

These newly received records reveal that in the period 9/8-9/22, the centers have received orders for 2,600,000 buttons, 2,500,000 bumper strips, 3,675,000 brochures and several thousand other items. Over 3,500,000 buttons, 3,000,000 bumper strips and 3,970,000 brochures have been shipped in this same period. The figure for brochures does not include any of the 9,000,000 brochures shipped for canvassing purposes in this period.

These figures indicate that supply is now outstripping demand. As of September 20th, the states had \$ 398,000 remaining in their promotional materials budgets. We are now beginning to receive more checks to pay for materials. I have advised Heinrich in New York that the states might be willing to buy up to \$200,000 worth of materials and that production for that amount should concentrate on buttons, bumper strips, posters and brochures. A memorandum from Magruder to Dailey on this subject would put the necessary wheels in motion.

I was informed this morning of the Texas complaints, and would like to add some background. Through the first two weeks of September, the State CRP had submitted nine orders totalling less than \$7,000. According to our records, all the items on these orders have been shipped and received.

In the first week of September, I urged the State Materials Chairman to order more materials. On September 14th, nine more orders totaling some \$51,000 were received by the Fullerton distribution center. These

Promotional Materials
September 25, 1972
Page 2

orders were all shipped, with a small number of backorders, by September 20th. The principal items backordered are the Spanish-Speaking brochure, which was late coming out of the approval stage; the "Nixon/Agnew" bumper strip; and the "President Nixon" bumper strip. I have attached a copy of the policy statement sent to the State Materials Chairmen regarding backorders. This substitution policy does not apply to Nixon/Agnew material.

I checked with Austin last week, regarding the President's visit. The materials chairman informed me that both Austin and San Antonio were in good shape, primarily because of a large shipment which we had air freighted to them. I called George Willeford and Peter O'Donnell today. Peter does not agree with my records, so I am tracing seven of the last nine Texas orders. For your information, we trace about five shipments per day. On one shipment out of fifteen, on the average, we discover some difficulty such as inexplicable delay, failure to ship or lost shipment.

One of the major tasks facing us now is insuring that the State Materials Chairmen are getting goods out to the local areas. An attachment shows the number of orders each state has submitted. In a populous state, a low number of orders is a good indication that most of the materials are going to a central headquarters for distribution. Pennsylvania's budget has been expended on 14 orders. New York, on the other hand, has submitted 180 orders with about half of its budget. The destinations for their materials are scattered all over New York. I had hoped to be able to solve this problem by visits to the problem states, but the Regional Directors are probably the best means we have of enforcing proper distribution within the states. I will discuss the problem states with the respective Regional Directors.

Attachments

*original
ag 1-1967*

*left to
order*

<u>STATE</u>	<u>ALLOCATION (ORIGINAL AND SUPPLEMENT)</u>	<u>CURRENT ALLOCATION BALANCE</u>
ALABAMA	10,000	7,000
ALASKA	4,500	2,516.50
ARIZONA	5,000	1,022.84
ARKANSAS	75,000	2,458
CALIFORNIA	170,000	77,069.69
COLORADO	7,500	2,561.50
CONNECTICUT	22,000	5,945
DELAWARE	4,000	1,066.50
FLORIDA	40,000	13,752.96
GEORGIA	16,000	1,103
HAWAII	6,000	1,620.72
IDAHO	5,500	18.30
ILLINOIS	110,000	449
INDIANA	27,000	7,254.50
IOWA	12,000	4,061.50
KANSAS	20,000	3,324.50
KENTUCKY	24,000	4,885
LOUISIANA	6,500	1,014
MAINE	6,000	1,729.50
MARYLAND	26,000	5,892.50
MASSACHUSETTS	22,000	240.80
MICHIGAN	105,000	70,222
MINNESOTA	19,000	4,423
MISSISSIPPI	7,000	2,855
MISSOURI	21,000	5,374.50
MONTANA	3,500	517.75
NEBRASKA	11,000	3,260
NEVADA	5,000	1,464.80
NEW HAMPSHIRE	5,000	831
NEW JERSEY	60,000	8,302.67
NEW MEXICO	8,000	2,544.50
NEW YORK	197,000	55,976.75
NORTH CAROLINA	20,000	8,764
NORTH DAKOTA	7,000	336
OHIO	80,000	22,775.95
OKLAHOMA	10,000	392.06
OREGON	12,000	1,356
PENNSYLVANIA	115,000	9,853.50
RHODE ISLAND	7,000	2,862.20
SOUTH CAROLINA	6,000	2,000
SOUTH DAKOTA	4,500	1,260
TENNESSEE	13,500	6,296.50
TEXAS	80,000	12,184.25

UTAH	7,000	2,420.20
VERMONT	7,000	2,665
VIRGINIA	21,000	7,758
WASHINGTON	17,000	7,703.80
WEST VIRGINIA	10,000	4,793
WISCONSIN	16,000	1,385
WYOMING	6,000	2,668
D. C.		
D. C. HQ		
<u>TOTAL</u>	\$ 1,535,413	\$ 398,231.74

ORDERS SHIPPED (by state)

<u>STATE</u>	<u>ORDERS</u>	<u>BACKORDERS SHIPPED</u>
Alabama	3	5
Alaska	4	3
Arizona	5	
Arkansas	4	7
California	53	35
Colorado	4	2
Connecticut	9	3
Delaware	5	
D. C.	—	
Florida	1	5
Georgia	8	11
Hawaii	2	3
Idaho	6	3
Illinois	6	8
Indiana	9	4
Iowa	2	2
Kansas	7	5
Kentucky	2	4
Louisiana	16	18
Maine	2	
Maryland	5	6
Massachusetts	3	4
Michigan	4	3
Minnesota	8	3

*Not all
orders
shown*

Orders Shipped by State

Page - 2

Mississippi	2	2
Missouri	36	24
Montana	3	
Nebraska	1	1
Nevada	3	3
New Hampshire	1	2
New Jersey	19	33
New Mexico	4	2
New York	180	92
North Carolina	4	4
North Dakota	2	2
Ohio	34	1
Oklahoma	11	8
Oregon	3	3
Pennsylvania	14	1
Rhode Island	2	1
South Carolina	4	7
South Dakota	5	
Tennessee	3	5
Texas	21	22
Utah	3	3
Vermont	2	3
Virginia	4	2
Washington	6	
West Virginia	59	10
Wisconsin	8	5
Wyoming	2	1

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

September 23, 1972

MEMORANDUM FOR:

State Materials Chairmen

FROM:

Lewis I. Dale 

SUBJECT:

Backorders

Substitution will be made on all button and bumper strip orders when the item ordered is unavailable in the distribution centers. Any additional cost involved will be absorbed by the National Committee for the Re-election. This policy is necessary because of the heavy demand for the 1E button and the 2A bumper strip.

cc: State Chairmen

AMOUNT CAMPAIGN MATERIALS
DISTRIBUTED TO STATES, week of 9/14/72 - 9/22/72

<u>STATE</u>	<u>BUTTONS</u>	<u>BUMPER STICKERS</u>	<u>BROCHURES</u>	<u>POSTERS</u>	<u>MISC. GIVE-AWAY</u>	<u>MISC. FUND-RAISING</u>	<u>HQ KITS</u>
ALABAMA							
ALASKA							
ARIZONA	10,000	10,000					
ARKANSAS							
CALIFORNIA	13,500* 11,300	6,000* 15,500	18,000* 13,000	12* 236	3,250* 11,550	12* 135	
COLORADO	10,000* 10,000	15,000		250		2	
CONNECTICUT	4,000	2,000					
DELAWARE		10,000	4,000				
D. C.	21,250	5,000* 20,000	2,012* 63,000	200	6,500* 8,750	10,250	12
FLORIDA	15,000	40,000* 30,000	30,000		100*		
GEORGIA	25,000		10,000	262		50	
HAWAII							
IDAHO	10,000	8,000		512	500* 2,000	1,086	
ILLINOIS	200,000* 101,500	300* 1,000	279,000* 505,000	500			
INDIANA	11,000	10,000*	29,000* 5,000	800	15,000* 3,000		
IOWA							
KANSAS					5,000	26	

AMOUNT CAMPAIGN MATERIALS
DISTRIBUTED TO STATES, week of 9/14/72 - 9/22/72

<u>STATE</u>	<u>BUTTONS</u>	<u>BUMPER STICKERS</u>	<u>BROCHURES</u>	<u>POSTERS</u>	<u>MISC. GIVE-AWAY</u>	<u>MISC. FUND-RAISING</u>	<u>HQ KITS</u>
KENTUCKY			8,000				
LOUISIANA	10,000* 1,325	1,000* 9,500	10,000	116	1,362* 300	97	12
MAINE							
MARYLAND	20,000* 30,000	30,000* 20,000					
MASSACHUSETTS							
MICHIGAN	50,000						
MINNESOTA	5,000	5,000	25,000* 5,000				
MISSISSIPPI							
MISSOURI	30,000* 15,000	15,000* 45,000	6,000				
MONTANA	10,000* 5,000	5,000* 5,000	5,000		2,500*		
NEBRASKA	10,000* 40,500	20,000* 10,000	50,000*	1,000	250* 2,250		
NEVADA	5,000	2,000* 2,000		212	2,000* 5,000	1,000*	
NEW HAMPSHIRE							
NEW JERSEY	1,000						
NEW MEXICO			2,000	100* 3,024	250* 2,000	25	
NEW YORK	162,400* 130,500	35,000* 168,000	220,000	238* 1,572	2,250* 300	75	
NORTH CAROLINA	35,000	44,000				24	

AMOUNT CAMPAIGN MATERIALS
DISTRIBUTED TO STATES, week of 9/14/72 - 9/22/72

<u>STATE</u>	<u>BUTTONS</u>	<u>BUMPER STICKERS</u>	<u>BROCHURES</u>	<u>POSTERS</u>	<u>MISC. GIVE-AWAY</u>	<u>MISC. FUND-RAISING</u>	<u>HQ KITS</u>
NORTH DAKOTA				1,350	1,500* 7,000		
OHIO	11,000* 250	6,000	36,000* 4,000	196	2,150	30	12
OKLAHOMA	120,055	60,000	10,000			36	
OREGON	20,000	20,000* 10,000	40,000				
PENNSYLVANIA	8,000* 250	14,000* 16,000	6,000	12	1,500* 74		25
RHODE ISLAND							
SOUTH CAROLINA							
SOUTH DAKOTA	12,000	8,000		112	300		
TENNESSEE							
TEXAS	84,000* 326,750	207,000* 143,000	51,538* 488,200	2,340	2,100* 2,600	5,000* 11,024	117
UTAH							
VERMONT							
VIRGINIA					5,000 5,000*		
WASHINGTON	500 42,000*		75,000	500			
WEST VIRGINIA		21,000		100			
WISCONSIN	100,000* 11,000	10,000* 50,000	7,062*	500* 52	1,000		
WYOMING							
<u>TOTALS</u>	734,600* 796,980	720,000* 684,000	386,723* 1,509,200	850* 13,346	44,062* 58,274	6,012* 22,850	178
total order placed	1,531,580	1,404,000	1,895,923	14,196	102,309	28,872	

AMOUNT BACKORDERED CAMPAIGN MATERIALS
 DISTRIBUTED TO STATES, week of 9/14/72 - 9/22/72

<u>STATE</u>	<u>BUTTONS</u>	<u>BUMPER STICKERS</u>	<u>BROCHURES</u>	<u>POSTERS</u>	<u>MISC. GIVE-AWAY</u>	<u>MISC. FUND-RAISING</u>	<u>HQ KITS</u>
ALABAMA		5,000					
ALASKA	1,000						
ARIZONA							
ARKANSAS		10,000					
CALIFORNIA	29,000						
COLORADO	6,000						
CONNECTICUT							
DELAWARE							
D. C.		5,000				500	
FLORIDA					482		
GEORGIA	11,000	60,000			24		
HAWAII	500						
IDAHO				50	1,500		
ILLINOIS	261,000	217,500	284,000				
INDIANA		10,000	14,000		15,000		
IOWA							
KANSAS	33,000						

AMOUNT BACKORDERED CAMPAIGN MATERIALS
 DISTRIBUTED TO STATES, week of 9/14/72 - 9/22/72

<u>STATE</u>	<u>BUTTONS</u>	<u>BUMPER STICKERS</u>	<u>BROCHURES</u>	<u>POSTERS</u>	<u>MISC. GIVE-AWAY</u>	<u>MISC. FUND-RAISING</u>	<u>HQ KITS</u>
KENTUCKY			50,000				
LOUISIANA	1,000	2,000			500		
MAINE							
MARYLAND	20,000						
MASSACHUSETTS							
MICHIGAN	50,000						
MINNESOTA					3,000		
MISSISSIPPI							
MISSOURI	15,000	30,000					
MONTANA							
NEBRASKA	6,000	20,000					
NEVADA							
NEW HAMPSHIRE							
NEW JERSEY			102,000				
NEW MEXICO							
NEW YORK	31,000	100,000					
NORTH CAROLINA							

AMOUNT BACKORDERED CAMPAIGN MATERIALS
 DISTRIBUTED TO STATES, week of 9/14/72 - 9/22/72

<u>STATE</u>	<u>BUTTONS</u>	<u>BUMPER STICKERS</u>	<u>BROCHURES</u>	<u>POSTERS</u>	<u>MISC. GIVE-AWAY</u>	<u>MISC. FUND-RAISING</u>	<u>HQ KITS</u>
NORTH DAKOTA			8,000				
OHIO							
OKLAHOMA			11,000				
OREGON							
PENNSYLVANIA	900,000	300,000	200,000		100,000		
RHODE ISLAND							
SOUTH CAROLINA						50	
SOUTH DAKOTA							
TENNESSEE							
TEXAS	84,000						
UTAH							
VERMONT							
VIRGINIA							
WASHINGTON							
WEST VIRGINIA	20,000	10,000		500	2,000		
WISCONSIN	79,000	10,000		500			
WYOMING							
<u>TOTALS</u>	1,578,500	780,500	669,000	1,050	122,506	550	

AMOUNT CAMPAIGN MATERIALS
DISTRIBUTED TO STATES, week of 9/8-9/15

<u>STATE</u>	<u>BUTTONS</u>	<u>BUMPER STICKERS</u>	<u>BROCHURES</u>	<u>POSTERS</u>	<u>MISC. GIVE-AWAY</u>	<u>MISC. FUND-RAISING</u>
ALABAMA	15,000* 1,500	5,000* 16,000				
ALASKA	5,500			100	2,000	
ARIZONA	10,000* 10,000	10,000			1,000	
ARKANSAS	250	30,000* 8,000			,250	
CALIFORNIA	3,500* 97,500	6,500* 56,000	12* 1,000	502	650* 14,480	36* 275
COLORADO						
CONNECTICUT		10,000* 20,000	100,000			
DELAWARE						
D. C.	4,156	3,878	6,721	393	85* 17,201	500* 2,307
FLORIDA						
GEORGIA	10,000	20,000* 10,000				
HAWAII	5,000* 10,000	5,000* 10,000		350	2,050	5,000
IDAHO	25,500	10,000	20,000	250	1,550*	12
ILLINOIS	100,000	50,000	10,000			
INDIANA	15,000	15,000	21,000			
IOWA						
KANSAS						500

AMOUNT CAMPAIGN MATERIALS
DISTRIBUTED TO STATES, week of 9/8-9/15

<u>STATE</u>	<u>BUTTONS</u>	<u>BUMPER STICKERS</u>	<u>BROCHURES</u>	<u>POSTERS</u>	<u>MISC. GIVE-AWAY</u>	<u>MISC. FUND-RAISING</u>	<u>HQ KITS</u>
KENTUCKY	70,000	7,500* 62,500	30,000		250		
LOUISIANA	3,000	7,000* 2,000	12*	362	2,174		
MAINE							
MARYLAND	21,000	30,000				7,500	
MASSACHUSETTS	27,000	31,000	50* 6,000	3,100	6,250* 1,600		8
MICHIGAN	40,000	42,750	40,000				50
MINNESOTA	2,000						
MISSISSIPPI							
MISSOURI	31,000			450	250		
MONTANA							
NEBRASKA							
NEVADA							
NEW HAMPSHIRE							
NEW JERSEY							
NEW MEXICO							
NEW YORK	194,500* 210,000	20,000* 232,500	348,125	6,200	10,000* 20,250	50* 74	
NORTH CAROLINA							

AMOUNT CAMPAIGN MATERIALS
DISTRIBUTED TO STATES, week of 9/8-9/15

<u>STATE</u>	<u>BUTTONS</u>	<u>BUMPER STICKERS</u>	<u>BROCHURES</u>	<u>POSTERS</u>	<u>MISC. GIVE-AWAY</u>	<u>MISC. FUND-RAISING</u>	<u>HQ KITS</u>
NORTH DAKOTA							
OHIO	82,000	90,000	90,000		10,250		
OKLAHOMA							
OREGON	7,000						
PENNSYLVANIA	5,000	5,000	5,000	10			
RHODE ISLAND	2,000	2,000	11,024		300	5,000	
SOUTH CAROLINA	45,000	50,000* 20,000		12	12	50* 262	
SOUTH DAKOTA							
TENNESSEE	20,000	70,000					
TEXAS	36,000* 23,250	30,000* 29,000	23,000* 120,400	186	200* 96	1,000* 2,060	23
UTAH	5,250	4,000	16,000* 8,000				
VERMONT							
VIRGINIA	30,000			5,000	50		
WASHINGTON	5,000* 110,000	50,000* 5,000		12	2,000* 124		
WEST VIRGINIA	76,000* 7,500	52,000	12*	162	500*		
WISCONSIN	6,200	7,000	30,000	200	100		
WYOMING							
TOTALS	345,000* 747,200 <u>1,092,200</u>	241,000* 893,628 <u>1,134,628</u>	39,086* 1,740,898 <u>1,779,984</u>				

AMOUNT BACKORDERED CAMPAIGN MATERIALS
 DISTRIBUTED TO STATES, WEEK OF 9/8-9/14

<u>STATE</u>	<u>BUTTONS</u>	<u>BUMPER STICKERS</u>	<u>BROCHURES</u>	<u>POSTERS</u>	<u>MISC. GIVE-AWAY</u>	<u>MISC. FUND-RAISING</u>	<u>CAMPAIGN KITS</u>
Alabama	5,000	10,000			750		18
Alaska							6
Arkansas		45,000					
California	19,000		3,000		881	24	12
Connecticut		10,000					
D. C.		13,250					
Florida							33
Georgia		79,500					
Hawaii							6
Idaho		5,000					
Illinois	175,000				200		
Indiana	68,000						
Iowa		20,000	1,000				
Kansas		20,000					12
Kentucky							25
Louisiana	5,000	27,000			2,012		17
Maryland		10,000					12

AMOUNT BACKORDERED CAMPAIGN MATERIALS
 DISTRIBUTED TO STATES, WEEK OF 9/8-9/14

<u>STATE</u>	<u>BUTTONS</u>	<u>BUMPER STICKERS</u>	<u>BROCHURES</u>	<u>POSTERS</u>	<u>MISC. GIVE-AWAY</u>	<u>MISC. FUND-RAISING</u>	<u>CAMPAIGN UNITS</u>
Massachusetts		20,000			100	12	
Michigan		32,750					
Mississippi							16
Montana	5,000	5,000			2,500		
New Jersey		50,050	32,000		4,000		
New Mexico	5,000						
New York	85,000	127,000					
North Carolina	15,000	50,000					
North Dakota	10,000		5,000				
Oklahoma	15,000				500		
Rhode Island			6,000				6
South Carolina	15,000	55,000					
Texas	27,500	2,500	4,800	250	2		14
Virginia		40,000					
Vermont		20,000	12				
Wyoming		10,000	7,000		5,000		
TOTALS	449,500	652,050	58,812				

September 19, 1972

MEMORANDUM

TO: Bob Haldeman

FROM: Rose Mary Woods 

RE: Lack of Campaign Literature and Supplies

I don't want to sound like a broken record BUT I have gotten many calls saying people just simply cannot find any bumper stickers, pins, etc. in their area. Now this morning I had a call from my brother Joe.

He said he hated to bother me because he knows I have nothing to do with the Committee to Re-elect - but the suburban committeemen of Cook County had asked him to call me. They (the committeemen) are very upset because they have no supplies - no literature - to push the President with. They want everything they can get - bumper stickers, pins, banners, literature - and they want to get busy.

It is rather shocking to keep hearing this since we have had a committee in existence for such a long time and there has been no doubt about who the candidate was going to be.

The other concern expressed by the committeemen is whether Tom Houser (who has always been a Percy man) is really going to push first and hardest for the President in this coming election.

MEMORANDUM

September 7, 1972

MEMORANDUM FOR: FRED MALEK
 FROM: JEB MAGRUDER
 SUBJECT: Bumper Stickers

MS
Good idea
Specific place
what where, when
how many

In order to get bumper stickers on the cars in our key states, I suggest a "Bumper Blitz" tie-in with the Canvass Kickoff. Ken Rietz and his corps could organize to hit parking lots, shopping centers, schools, business locations and public parking areas.

In addition, I think the "Bumper Blitz" should probably be an ongoing effort directed by Ken Rietz. His kids seem to have the enthusiasm and drive to make this program work.

We don't need ideas
we need
action

yesterday

Committee for the Re-election of the President

MEMORANDUM

September 5, 1972

H
FU
~~9/20~~
9/21

MEMORANDUM FOR: FRED MALEK
FROM: JEB S. MAGRUDE

On Friday, September 1, a meeting was held to discuss the campaign materials situation at which time:

1. It was agreed that regular control reports would be established to monitor materials performance. These reports will include information on inventory levels, shipment performance, as well as any current or potential problems. The first report is due Tuesday, September 5.
2. Lewis Dale indicated distribution of materials within states is as serious, if not more of a problem, than our distribution to the state. If this is true, we should communicate this to the appropriate state people. Thus, I suggest that Lewis document this assertion and prepare either a general release to field chairmen or specific releases to problem areas. Obviously your regional coordinators should be aware of any problems uncovered by Lewis' fact finding.
3. We agreed once again that 1730 is a priority; however, as you know, we are continuing to have problems.

In addition to these points, it will be necessary for Lewis to accumulate for the Nixon Library 6 copies of every campaign item we have, as well as a full ensemble for both Haldeman and Ehrlichman. He is aware of this and, while follow-up will probably not be necessary, Bruce Miller will track.

cc: Bob Reisner
Lewis Dale
Phil Joanou

*Bruce Miller
10 days*

*MS
Trump you're
covering in on
this part*

9/22

Malak

Materials

~~VVP~~ - some distrib system

some
Baillouy - less than 20%
- shipping faster than
orders coming in
- st distrib system
haven't distrib quick

Paul to Phil to solve

* 2 mil in '68 - some local!
2.2 in '72

↳ Budget is low
substantial increase b
Pa, Ohio, Ind

Prob. 2.4 (all extra
to bumper strips &
buttons).

↳ not reshipping
fast enough.

x

65

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

STRACHAN

H

FC

~~ALG~~

~~9/17~~

9/19

August 31, 1972

MEMORANDUM FOR: JEB MAGRUDER

FROM: BOB REISNER

SUBJECT: Follow-up Reports on Distribution
of Materials

Last Friday Gordon Strachen mentioned to me that there were going to be follow-up reports on the distribution of materials. He also indicated that he was not receiving any reports.

Is this simply a problem of starting up with new materials?
Or is there a problem there?

H received report 9/13
Weekly FC due Fri/Dale
Due 9/18 Fri/Dale + STM

August 31, 1972

H
FC
9/8

MEMORANDUM FOR: MR. BRUCE MILLER
FROM: ROBERT REISNER
SUBJECT: Campaign Materials

As we discussed last night, one of the things that I was working on before I moved was tracking the collection of campaign materials so that there would be a record preserved. Our efforts have not been entirely satisfactory since we have delivered only one complete package to Gordon Strachan and there were two incomplete packages left in Jeb's office.

Now it has been requested that we have six complete packages of everything preserved for the Presidential library and, clearly, there will be requests at the end of the campaign from a number of different people who save campaign memorabilia. I think that we should ask that there be 25 complete sets assembled. These sets might go to a 52nd distribution point, a point which may be more significant than any of the other 51.

bcc: Mr. Gordon C. Strachan

GS

9/6

Reamer

THE WHITE HOUSE
WASHINGTON

~~4/29~~ ~~4/30~~ 1+
~~4/14~~ FC
~~4/25~~
 April 13, 1972
~~5/30~~
~~6/30~~
 9
~~7/5~~

MEMORANDUM FOR:

FOLLOW UP

FROM:

GORDON STRACHAN

On April 18th check with Ann Higgins, Jim Berger at Census, Gas Miller at the RNC, and Bob Reisner re campaign junk.

5/3 - on truck w/pile of stuff.

7/26 - 187 ^{large #} of sets

Reid 8/5 ✓

- Floppy hats
- Scarves - Re Electoral

September 6, 1972

MEMORANDUM FOR : JEB MAGRUDER
FRED MALEK

FROM : L. HIGBY

It was rather disturbing that on our recent trip to California we failed to see one Nixon bumper strip, except for one on Paul Presley's car, the Manager of the San Clemente Inn. We've talked about this before, particularly about getting them distributed in the primary states immediately, and obviously this is not taking place if we're unable to even find bumper strips in Orange County!

Therefore, Bob has requested that we get a concentrated campaign going immediately to get out the President Nixon bumper strips -- don't use the Reelect the President ones. Bob feels this would be an excellent project for our young people to hit parking lots on certain days, perhaps for example, the 15th of September. As we've learned in the past, we don't hand them out at rallies because people don't put them on, they will only take them home and put them on their mirrors.

Bob asked that you let him know what's being done on this by Friday, September 8.

LH:pm

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

September 25, 1972

To
DSM
9/28

MEMORANDUM FOR H. R. HALDEMAN

FROM: DICK MOORE *m*

The proposition that Democrats for Nixon are really Democrats for America is absolutely sound, and I thought the President's development of this theme was extremely well received at the Connally dinner. Nevertheless, I am a little concerned about the phrase "Democrats for America" lest our opponents seize on it and claim that Mr. Nixon is suggesting that any Democrat who is not for Nixon is not for America. They will be looking for any hook on which to base the claim that the President is being divisive, and if we overuse this phrase, we might just be giving them such a hook, which we don't need to do. Over the weekend I talked with three or four people who share this concern.

Well -

Incidentally, I like buttons and placards which say "Democrats for Nixon" and "Young Labor for Nixon" because they mention the name of the "product".

✓

"I'd walk a mile for a Camel" is a better slogan than "I'd walk a mile for a good cigarette".

Agree

Contract
for 300,000 w
\$100

Joanou

05 out 17 HHH
Jewish youth state
Chairmen 14 have
now joined in the
statements

YOUNG DEMOCRATS FOR NIXON

We are young Jewish Democrats. We worked for Senator Hubert Humphrey of Minnesota in this year's Democratic primaries. We supported Senator Humphrey because we felt his candidacy represented the best vehicle for carrying out the programs we believed in.

We would have enthusiastically supported virtually any of the other Democratic contenders. Yet, we cannot, as Americans, as Democrats, or as Jews, support Senator George McGovern. Accordingly, we are now supporting, and urge our community to support, the effort to re-elect President Nixon.

This has not been an easy decision to arrive at. One of the reasons we worked for Senator Humphrey this past year, was a desire to see Richard Nixon retired. But if the Democratic Party is ever to return to the principles and policies that made it the majority party of the United States, then the McGovern candidacy must be repudiated as strongly as the Goldwater reactionaries were repudiated by thinking Republicans in 1964.

Senator McGovern comes to us with a record of indecision and indecisiveness. We do not trust his rhetoric or his promises. He declares that he is now a domestic liberal. But we remember that he voted with the Southern Democratic bloc in an effort to emasculate the historic Civil Rights Act of 1964, that he voted for the racist Byrd Amendment in May, 1968, and that he has voted consistently (as recently as August 8, 1972) against meaningful gun control legislation. What are his domestic proposals? He has revised his tax - reform proposals and welfare proposals until his most fervent supporters can't tell what his current positions are. In 1971, on the college campuses of America, he espoused the whole array of liberal positions on drugs, abortion, amnesty, and rights of homosexuals. And in 1972, he suddenly began to reverse himself when the polls showed public repugnance to several of his positions. Where does he stand?

His foreign policy is only a little less confused. He would slash our defense posture drastically. Yet he now promises to keep a "residual" American military force in Thailand. He voted for the Gulf of Tonkin resolution in 1964, against repeal of Tonkin resolution in 1965 and 1966, and for Viet Nam appropriation bills until 1969, but he now tells us that the war has always been immoral. He promises to have the POW's home 90 days after his inauguration, but expects us to trust him when we ask how he will do this.

As Jews, we are also alarmed by his inconsistent record on issues of concern to the Jewish community. In recent months he has begun to court the Jewish vote with promises of support for Israel. But this can't change his stated proposals of only a year or two ago. On March 3, 1971, he suggested internationalizing Jerusalem and called on Israel to withdraw from the Arab territories that she occupied in self-defense. On July 20, 1970, he urged Israel to pay "reparations" to the Palestinian people, and said that the United States should forbid Israel's use of American equipment over Arab territory.

One of his closest advisors, Rick Stearns, has signed virulent anti-Israel ads in the New York Times and the Washington Post. Yet when his own Jewish supporters at the Democratic Convention demand Stearn's resignation, the Senator refused (JTA, July 14, 1972). The same Rick Stearns is now in California coordinating Senator McGovern's western campaign.

Here at home, Senator McGovern has pushed for a racial quota system which would destroy the merit system on which American pluralistic democracy is founded.

Accordingly, we are supporting the President. Richard Nixon has, to be sure, been far from perfect in his performance as President. But he has shown courage and consistency. He has ended the anachronistic isolation of Communist China, has introduced the first presidentially-sponsored family assistance plan in our history, has appointed without a quota system more minority group members and women to meaningful Federal posts than any President in this century, and has negotiated the historic SALT agreements with the Russians.

It is easy to make promises. President Nixon has dealt with welfare reform, disarmament, and domestic turmoil with pragmatic innovative programs. He did not create inflation or the Viet Nam War - he inherited them. We all wish the war was over already. But we don't believe George McGovern's promises or programs to end it. Yes, he now says he will end the war. He also now says that he will support Israel. A few weeks ago he was pledging the same all out support to Senator Tom Eagleton. President Nixon does not ask us to accept promises. He has performed with expertise not only in the broad spectrum of foreign and domestic affairs, but he has, without brash promises or loud propoganda, been a firm friend of Israel and the Jewish community here at home. We are supporting the President. We urge you to join us.

Steven Billauer
Steve Brizel
Jeff Feldman

David Luchins
Sue Schreiner

September 28, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Campaign Materials

Fred Malek received a copy of my description of the Campaign Materials situation with your comments. He respectfully disagrees and says that the criticisms from the states are exaggerated or consciously created. Malek believes that in New York, John Ehrlichman suggested to Peter Brennan that he complain personally to the President about no materials. Malek had been in New York the previous week to resolve their materials problems.

Malek decided against the Magruder suggestion of a "bumper sticker blitz" in conjunction with the Canvass Kick-Off. Malek decided to put all resources on the Canvass Kick-Off in order to do one event well, instead of two events poorly. He has no current plans for a bumper sticker blitz.

GS:car

September 28, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Jock Whitney

Dan Hofgren called to say that Jock Whitney is not exactly pleased to have been invited to the Douglas Home Dinner tomorrow night. Whitney is bored and wonders why he was invited. Walter Thayer told Hofgren that "you would have done Whitney a favor by ~~not~~ inviting him."

Hofgren says the entire crowd - Whitney, Thayer, Paley, etc.- are all bored and disenchanted.

Before Whitney was invited Alex called me to find out whether he had contributed. Tom Evans reported that Whitney was in for 10 with 100 promised but not yet delivered.

Hofgren is concerned that Whitney, Thayer, Paley, etc. just might agree with the New York Times endorsement of McGovern. Hofgren will have lunch with Walter Thayer in New York to work against this possibility.

GS:car

ADMINISTRATIVELY CONFIDENTIAL

September 28, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: McGovern Attack Ad

The first McGovern attack ad is attached. These newspaper ads would be run in cities the day McGovern arrives. McGovern is to be in Boston on October 3.

Peter Dailey suggested the layout.

Chuck Colson recommends extensive use of McGovern quotes. Colson agrees with the headline but would replace the copy with the quotes on the attached page.

The ad would be run by the local Re-Elect the President Committee, not the national.

Colson says Dailey's ad would get McGovern votes in Massachusetts. Colson has "rough figures" from a Massachusetts survey in two Congressional Districts which will show the President ahead of McGovern by approximately 15 points.

Recommendation:

That the Colson re-draft using McGovern's quotes be approved.

Approve _____ Disapprove _____ Comments _____

GS/jb

COLSON TEXT:

Which Senator McGovern is Coming to Boston?

One might think there were two Senator George McGoverns -

Senator Eagleton

"I am 1000 percent for Tom Eagleton and have no intention of dropping him from the ticket."
Newsweek, August 7, 1972

"We have jointly agreed that the best course is for Senator Eagleton to step aside."
UPI, July 31, 1972

Pierre Salinger's Visit to Paris

"Pierre Salinger had no instructions whatsoever from me. There wasn't the slightest instruction on my part to him."
AP, August 16, 1972

"Mr. Salinger, at my request, met with members of the North Vietnamese delegation in Paris."
Press Release, August 16, 1972

Welfare

"I propose that every man, woman and child receive from the federal government an annual payment ... At the present time a payment of almost \$1,000 per person would be required."
"McGovern's Tax Program", Congressional Record, January 19, 1972

Amnesty

"A good Democrat doesn't run away from his party, any more than a good soldier runs away from his country."
Speech before VFW group, August 23, 1972

"Amnesty to be granted to those who, on the basis of conscience, have refused to participate in the Vietnam tragedy."
Campaign brochure "McGovern on the Issues"

Vietnam

"I propose ... that the United States announce that we are withdrawing all American forces from Indochina."
Press Release, February 7, 1972

"I would ... retain military capability in the region - in Thailand and on the seas."
Statement before group of POW relatives, Miami, AP, July 11, 1972

Abortion

"Abortion is a private matter which should be decided by a pregnant woman and her own doctor."
Time magazine, June 26, 1972

"There has to be some regulation and that I would leave to the states. I'm not advocating abortion on demand."
Christian Science Monitor, July 17, 1972

Estate Taxes

"... we must set a ceiling on the amount that might be received and then place a 100 percent tax on all gifts and inheritances above that amount even if the ceiling were set as high as \$500,000, the amount of new government revenues would be considerable."
January 13, 1972

"I do not suggest that ceiling be placed on inheritance at \$500,000 or any other level."
Wall Street Journal, May 22, 1972

Wage and Price Controls

"The wage-price freeze is about four years overdue. I am glad that the President has finally come to his senses on the need for such a step."
Press Release, August 15, 1971

"... we can end the wage and price controls, and I think that can be done within 90 days of the inauguration. And I'm committed to that goal."
Speech, Labor reception, Springfield, Illinois
August 15, 1972

For 14 years Senator McGovern has opposed aid to parochial schools.

"As for the change in sex mores, I'm not particularly concerned about it."
Playboy, August 1971

Can You Really Trust The Man? Ask Him.

THE WHITE HOUSE
WASHINGTON

*Colson
Chapin*

September 19, 1972

MEMORANDUM FOR: MR. COLSON
MR. HALDEMAN ✓

FROM: JOHN SCALI *JS*

SUBJECT: Countering McGovern's
Attack Strategy

The CBS Evening News adopted a new technique last night (Monday, September 18) of intercutting what McGovern said about drugs and what the President said to give the appearance of a debate on this issue. In leading into this, Cronkite said each man spoke at different places. He also reported after this segment that this was not a face-to-face debate, but comments voiced in different locales. However, the overall appearance to the viewer was of a debate of the kind which McGovern has been pressing the President to accept.

In a lengthy conversation with Dan Rather, I have learned the following:

1. This inter-cutting technique is something which CBS will seek to follow again for the purpose of dramatizing the conflicting views of the candidates when it is possible. They will seek to do this only when the President and McGovern address the same subject within the same 24-48 hour period. In order to be fair, CBS will seek to emphasize before and after such a segment that it was not an actual face-to-face debate. CBS tried to put together such an inter-cut package before on the contrasting Nixon-McGovern views on the Vietnam War but gave it up because CBS believed it unfair unless the comments were those both candidates expressed within a similar time frame.

2. ABC News was sufficiently impressed with the way CBS put the inter-cut package together to be tempted to try it for the Smith-Reasoner news show, and if and when the occasion presents itself.

We should be, from this point on, acutely alert to the danger this presents. It allows McGovern to piggy-back on comments by the President, giving McGovern a free ride when otherwise what McGovern says might be judged not newsworthy.

Right

How do we meet this problem, particularly since it appears evident to CBS and ABC that McGovern will seek to do this more and more in the future once he learns in advance where the President is scheduled to go with the prospect that he will make some kind of remarks there? I suggest the following:

1. That our news monitoring operation be put on immediate alert to advise the President ahead of time, before any such appearance, that McGovern has made some comments tied to an expected Presidential event. The McGovern comments will come either the evening before or the same morning of the Presidential visit. A full text of any questions McGovern poses should be immediately brought to the President's attention.

Do this

2. Since the President will be speaking after McGovern, his remarks could be specifically tailored to hit hard at McGovern's comments, thus making it clear in any inter-cut package that the President has "won" this indirect debate.

No

Should not debate - win or lose

3. However, I recommend this as a device only when we can nail McGovern hard and conclusively, because along with the President's rejoinder, we give McGovern free time for his views.

*How do we know?
What to say next time
Why not say what the
President says?*

September 19, 1972

4. *Right* As an alternative, the President can ignore the specific McGovern charges when he speaks, thus making it far more difficult to put together an inter-cut package. On such occasions, instead, the President could speak on a sufficiently high level about some other phase of the problem, leaving it up to surrogates to take on the specifics. The surrogates need not reply the same day in instant retaliation as we have done in the past, because their comments have the inevitable effect of creating a news package of the kind which the networks will be unable to ignore, even if the inter-cut debate technique is not adopted. It might be wiser to reply two or three days later with our own version which attacks McGovern's views, but which winds up as a newsworthy package on its own.
5. ✓ Finally, we should say less in advance about Presidential appearances to avoid tipping off McGovern.

The fundamental point we must keep firmly in mind is this: unless we want it to appear as a debate which we believe the President can win hands down, we should avoid putting the President in the position where he either appears to "lose" the debate because he either is unaware of what McGovern has just said, or because his remarks are soft and flabby on the points McGovern has challenged him to answer.

We could learn a lesson from the way CBS handled the story last night. McGovern made his initial accusations in the form of questions he demanded the President answer, on a Sunday afternoon. McGovern's charges were ignored by the networks Sunday at 6:00 p. m., and again on the 11:00 p. m. shows because they were just not newsworthy. However, they were dusted off and made part of a debate a day later (Monday) when the President spoke about drugs before the State Department Embassy drug officers. In this case, I believe the President "won" this indirect debate, but unless we are exceedingly careful we may lose the next one.

THE WHITE HOUSE
WASHINGTON

Date: _____

TO: *Larry*

FROM: GORDON STRACHAN

*UCLA was
not open for
classes during
the program.
Neither was
Berkeley*

Gorton

Committee
for the Re-election
of the President

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

September 22, 1972

MEMORANDUM FOR:

CLARK MacGREGOR
H. R. HALDEMAN

FROM:

FRED MALEK *FM*

SUBJECT:

College Campaign

Attached are two internal staff memos concerning the college campaign that I thought you would be interested in. The first supplies qualitative information on the kind of success we are achieving and also comments on the noticeable lack of McGovern activity. The second provides some figures by campus on the number of volunteers being recruited.

Attachments

Voters
FOR THE PRESIDENT

September 17, 1972

MEMORANDUM FOR: KEN RIETZ
FROM: GEORGE GORTON *GG*
SUBJECT: The College Campaign

The campus recruitment effort is exceeding expectations at this point. Reports on the first week of school in all sections of the country are good. Reports in the Mid-West and West average 200-400 volunteers per campus. The Northeast is running 100-300 per campus and, of course, the South reports spectaculars ranging from 500 to 3,000 on a single campus. Again, this is far and away better than usual Republican support, and we have not yet begun a systematic canvass.

I have personally visited six campuses this week and have talked to staff around the country who have been on over 100 different campuses. We are finding little to no hostility from hard core elements. People who worked for McGovern as volunteer staff during the primaries are "dropping out." We have more recruitment tables up than he does, and at most schools where we are in competition, we are getting more volunteers.

McGovern must definitely be planning a large college operation. He has sent volumes of materials to many schools addressed just to the student government. He has sent out mass mailings to student leaders. But he has shown no real organization yet, There just isn't the McGovern activity that there was in the Spring.

We feel that he has truly developed a large credibility gap. His support on campus is "soft." If we can exploit his lack of credibility, and I think we should make that a major thrust, I predict that we will win the student vote.

Of course, we can also expect to win mock elections. These will come easy in the South, be a problem in the Mid-West and West and be difficult but done in California and the Northeast. We can easily predict 50 wins across the country starting October 1. In short, there is a rosy picture. But when McGovern sees his polls slipping among students, he will counter-attack there and may be able to get his campus organization moving. Our problem in that case will be the same as it is now - to follow up on and involve our recruits.

Specifics will follow ASAP

1701 Pennsylvania Avenue, N.W., Washington, D. C. 20006 (202) 872-1430

Sept. 18, 1972

MEMORANDUM FOR:

SENATOR BILL BROCK

FROM:

GEORGE GORTON *GG*

SUBJECT:

College Campaign

Attached is a partial listing of Young Voters for the President campus organizations. The number of members on each campus reflect one to five days effort at a membership table, and are not indicative of the support we expect subsequent to a systematic canvass. We feel that anything over 100 members on a single campus is an adequate beginning as it represents a substantial increase over traditional support for a Republican candidate.

More complete information will be available as reports continue to come in. Currently, we estimate that we have enlisted more than 35,000 college workers since schools began to open. Many schools have still not opened.

September 18, 1972

<u>OHIO</u>	-	1) University of Dayton	-	600
<u>SOUTH CAROLINA</u>	-	1) University of South Carolina	-	3,000
<u>DELAWARE</u>	-	1) University of Delaware	-	400
		2) Wilmington College	-	195
<u>NEW YORK</u>	-	1) State University of New York-Albany	-	100
		2) Colgate	-	124
		3) Cornell	-	80
		4) Geneseo State	-	117
<u>UTAH</u>	-	1) Brigham Young	-	500
		2) University of Utah	-	250
<u>MICHIGAN</u>	-	1) University of Michigan	-	250
		2) Michigan State	-	130
		3) Central Michigan	-	100
		4) Wayne State	-	200
<u>INDIANA</u>	-	1) Indiana University	-	300
		2) Ball State	-	200
		3) Purdue	-	300
		4) Notre Dame	-	100
<u>TENNESSEE</u>	-	1) Memphis State	-	900
		2) Middle Tennessee State	-	250
		3) University of the South	-	1,000
<u>WASHINGTON</u>	-	1) University of Washington	-	150
		2) Washington State	-	200
		3) Gonzaga University	-	100
		4) Spokane Community College	-	150
		5) Spokane Valley Community College	-	150
		6) Whitworth College	-	100
<u>NEW MEXICO</u>	-	1) University of New Mexico	-	300

<u>TEXAS</u>	-	1) University of Texas-Austin	-	2,500
		2) Southern Methodist University	-	600
		3) Texas Christian	-	500
		4) Texas A and M	-	1,000
		5) Rice	-	400
		6) University of Texas-Arlington	-	200
		7) North Texas State	-	200

<u>CALIFORNIA</u>	-	1) Stanford	-	65
		2) San Jose State	-	200
		3) University of San Francisco	-	250
		4) American River	-	150
		5) McGeorge Law	-	75
		6) Los Angeles Valley College	-	350
		7) University of Southern California	-	375
		8) Long Beach State	-	175
		9) El Camino Junior College	-	450

<u>ILLINOIS</u>	-	1) Bradley	-	250
		2) University of Illinois-Champaign	-	450
		3) Eastern Illinois	-	150

<u>PENNSYLVANIA</u>	-	1) Temple University	-	50
		2) University of Pittsburgh	-	95

<u>WISCONSIN</u>	-	1) University of Wisconsin-Madison	-	400
		2) Marquette	-	700
		3) University of Wisconsin-Stevens Point	-	125
		4) University of Wisconsin-Whitewater	-	115
		5) University of Wisconsin-Eau Claire	-	100

<u>NEBRASKA</u>	-	1) University of Nebraska-Lincoln	-	100
		2) Kearney State College	-	75

<u>KANSAS</u>	-	1) Kansas State	-	275
		2) University of Kansas	-	100

Classes not yet started

What happened to UCLA?

THE WHITE HOUSE
WASHINGTON

Type

Date: _____

TO: Lany

FROM: GORDON STRACHAN

Sofie confirms
this book was
discussed but
not ~~the~~ contract
was signed,
so there is very
little chance that
will be a book out
before the election.

(1)

A
9/26/75
Report
✓

September 19, 1972

MEMORANDUM FOR: BILL SAFIRE
FROM: CHARLES COLSON

I am told that Tom Eagleton is publishing a book and that it will be out before the election. I can't believe this simply because of the time involved. Could you check it out and let me know?

9/25 - Safire - still
checking, will
send report

No such
book

Committee for the Re-election of the President

MEMORANDUM

September 27, 1972

MEMORANDUM FOR: MR. EDWARD D. FAILOR
MR. ALBERT E. ABRAHAMS

FROM: ART AMOLSCH *A*

SUBJECT: McGovern's Appearance in Los Angeles, September 26 *see*

McGovern made three appearances in Los Angeles. Our observer at all three was a 23 year old reporter who has worked in television and print news. He has extensive contacts within the L.A. Police Department and press corps and reports strong rumors of mass demonstrations which could very easily turn violent since SDS is participating. *L*

McGovern's first appearance in L.A. was before a labor luncheon. He characteristically arrived 30-40 minutes late and spoke before a packed house of 1,000-1,200 people in a small room. Appearing on the platform with him were Sen. Humphrey, Pat Brown and his kid, Jesse Unruh, assorted candidates for the Congress and others. Senators Tunney and Cranston sent telegrams -- presumably because they were in Washington to vote on legislation which McGovern missed.

The text of his remarks distributed before his speech was an attack on Dr. Stein. But McGovern did not use that text. The advance work was described as "good" given the short notice for the appearance.

McGovern reportedly looked "tired," Hubie looked "like Hubie," and may have had on makeup. Hubie's remarks were "mild compared to what he said at the rally."

A cocktail party was held in conjunction with this appearance. Sen. McCarthy was on the guest list but was not observed at the scene and perhaps did not show.

McGovern's next appearance was at a rally at Fairfax High School, located in a predominantly Jewish neighborhood. Ninety per cent of the audience was described as "young kids," although some senior citizens were bused in and placed in the front rows. Held in a closed courtyard, the rally was packed at 2,000 people. Humphrey was introduced by a rabbi and in turn introduced McGoo.

MS
Don't give
me these unless
you feel really
need to
see
L

According to our observer -- and press accounts -- the Humph was "really fired up." The audience was quite receptive to the whole show but was perhaps more interested in Humphrey than in McGovern. McGovern still appeared rather tired.

As a sidelight, it was noted that although Unruh was present at these two events, he never spoke.

The day's activities concluded with a \$250 a plate dinner at the Century Plaza Hotel. Eight hundred to 900 people gathered along with many Hollywood stars. Dennis Weaver was the M.C. McGovern looked rested for this dinner and may well have taken a nap beforehand. An inordinate amount of time at the dinner was spent introducing all the local Democrats who had appeared. It appeared a very determined effort was made to demonstrate that these guys weren't afraid to be seen with McGovern.

MISCELLANEOUS NOTES FROM THE DAY'S APPEARANCES:

- (1) The local McGovern press aides were woefully ill-informed on McGovern's schedule.
- (2) The McGovern organization seemed to be functioning a trifle better on this jaunt to California, but our observer, who had covered McGovern as a reporter on a previous trip, said things "still seemed screwed up."
- (3) Nobody ever mentioned Shriver. Perhaps an oversight, perhaps not.

THE WHITE HOUSE
WASHINGTON

L

Date: 9/27

TO: ~~CHUCK COLSON~~

FROM: GORDON STRACHAN

Do you have a tape of this material?

Can I see it?

No!
We made sure
all copies were
destroyed!!

DUC

Key McG advisers feel McG is on the defensive too much and not on the attack against RN enough, writes Means, and are particularly upset with McG TV ads, which "neither projects" the image of strong leadership nor points out the flaws in the opposition. By contrast, Dems for RN ads harshly attack McG for lack of credibility and indecisiveness -- "the purpose isn't to build RN up, but to tear McG down."

X Means says top McG strategists agree McG's image may be beyond repair with some groups, so the best course may be to emphasize that the other fellow is worse. Means says McG's camp is considering producing new TV spots based on AFL-CIO film made last Jan, "which depicts RN at his partisan worst." Tho AFL won't release film, McG men would like to imitate it. Means says McG men now realize that to smoke RN out they'll have to build a very hot bonfire.

"McG has a credibility gap," writes Thimmesch, and as much as he attacks RN, McG finds himself on the defensive. Nick doubts McG's projected switch to 1/2 hr TV shows will help him as the trouble is McG has already gained a reputation for shifting. McG's problem is that "for better or worse, RN has been consistent," and while he hasn't ended war, "he did suggest in '68... that he'd turn the ground fighting over to SVN and he's done that." Thus, McG inconsistencies mean that the finest TV shows aren't a guarantee the public will buy the real McG.

National Review Bulletin says McG is the candidate of the intellectuals, a class which is, by and large, a "perversion". Instead of growing naturally out of the community as did earlier intellectuals, US intellectuals are "an elite outside the community and bitterly opposed to it, an alien elite." The US people, says NR, have come to realize that the intellectuals are the drawing force behind McG, and thus, the real reason McG is so far behind, is that the masses of voters "are trying to say that they reject the way of life and thought embodied in the alienated intellectuals and counterculture."

Riesel writes that most observers have overlooked a preview of the Presidential campaign, and of the old politics vs the new -- Rooney vs Lowenstein. Lowenstein is so close to McG that, says Vic, he told Riesel on the 2nd day of the convention that Eagleton would be the VP choice, while Rooney is the archetype of the old labor ally. Thus, Meany pushed all the buttons and labor went all out for Rooney, and the result was a Rooney win. Thus, the McG-Lowenstein "politics of glamour, with imported Hollywood stars, lost to the old grizzly precinct politics."