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COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

October 26, 1972

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MEMORANDUM FOR: THE HONORABLE CLARK MAC GREGOR

FROM: ROBERT M. TEETER

SUBJECT: Michigan

There have been several reports in the press this week of slippage in Michigan.

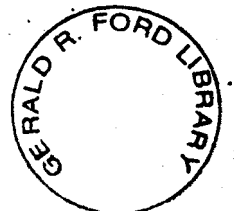
Gordon Strachan asked for my thoughts on the situation there. While we do not have any polling data from the last two weeks I think our lead there is the softest of any of the major states. Moreover, past elections indicate that the Democratic candidate can be expected to gain 7-9% over the last three weeks. We had a 13% lead on October 11 and if this year resembles previous ones, we can expect to end up with 52-54% on election day. Michigan is, however, one of the few states where McGovern has an outside chance of carrying should things go his way during the last 10 days.

The McGovern campaign knows this and is making a maximum effort there. McGovern, Shriver and Kennedy have been there several times and are scheduled to be there four or five more times between now and the election. They are also running a very heavy media campaign with particular emphasis on radio spots focusing on the economy and corruption.

I get somewhat conflicting reports from the political people I know and trust there. They tell me that there is very solid evidence of strong support for the President in the middle-income, union, suburbs of Detroit but at the same time they are concerned about the major effort being mounted by the UAW. It is very similar to their efforts to pull the Wallace voters back to Humphrey in 1968. They are also concerned about some slippage and apathy in the out-state cities.

Determined to be an Administrative Marking

By RD NARA, Date 2/8/10



In summary, Michigan is undoubtedly the softest of the big states for us. I think we should give it some special attention during the last 10 days. As I have said several times before, I think the President should go to Michigan next week and we should give the state special attention in terms of advertising. If the President does go to Michigan, the first priority should be western Wayne County and second either Macomb or a stop in the thumb area (Flint or Saginaw).

I also think it would be effective if one of our major surrogates (preferably the Vice President) would go there and hit McGovern hard on bussing and most importantly the economic implications of his proposals -- that they would be inflationary and force tax increases.

