

**The original documents are located in Box 65, folder “June 27, 1972 - Nancy Brataas - Chicago Telephone Centers” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.**

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## Committee for the Re-election of the President

MEMORANDUM

June 27, 1972

MEMORANDUM FOR: NANCY BRATAAS  
 FROM: DAN EVANS *[Signature]*  
 SUBJECT: Chicago Telephone Centers

Per your request accompanying this memo is the past voting analysis by Ward for Chicago. Based on this data what follows is my analysis:

The President won Wards 41, 19, 45, 13, 38, 15, 39, and 36. Because of their basic Republicanism these are high turnout Wards. Without Wallace on the ballot the President can potentially pick up 35,000 votes. This assumes that without Wallace, Nixon can do as well as Sen. Dirksen did in 1968. I think this is not only possible but highly probable. A strong "get out the vote" and registration effort in these Wards would do the most to get those 35,000 votes. If McGovern is the nominee it is even more likely we can pick up these votes.

The President has some potential for votes in Wards 9, 12, 43, 10, 7, 5, 4, and 2. These were lost in 1968 but showed a significant increase in Republican vote in 1970. Voter identification is particularly important in these areas.

The high ticket-splitting Wards are 15, 23, 43, 46, 44, 7, and 5. Issue clarification and persuasive messages will be most advantageous here. Note that some of these Wards have been mentioned above.

(Incidentally, all Ward sequences are from most Republican strength to least Republican strength.) I estimate that the President can pick up at least 65,000 votes in Chicago. This would represent about 3% increase in his vote, assuming the 1968 margin can be maintained.

cc: R. M. Teeter  
 Al Kaupinen  
 Dr. Bob Marik  
 Biba Wagner

