

8 OCT 1976

Mr. Richard Conlin
Ingham County Commissioner
1137 1/2 Frye St.
East Lansing, Michigan 48823

Re: MUR 106 (76)

Dear Mr. Conlin:

This is in further reference to your letter, which we numbered MUR 106, alleging certain violations of the Federal Election Campaign Act of 1971, as amended, by Governor Reagan. Based upon the information in your letter and respondent's reply to our preliminary inquiry, the Commission has determined that there is no reason to believe that a violation of any statute within its jurisdiction has been committed. Accordingly, the Commission has closed its file in this matter.

Should additional information come to your attention which you believe establishes a violation of the Federal Election Campaign Laws, please contact me. The staff member assigned to this matter was Kris Anderson (telephone no. 202/382-4055).

Sincerely yours,

Signed: John G. Murphy, Jr.

John G. Murphy, Jr.
General Counsel

KAnderson:pjg:9/28/76
MUR file

INFORMATION COMMISSION
OFFICE OF THE GENERAL COUNSEL
OFFICE OF GENERAL COUNSEL

770400137

8 OCT 1976

Mr. Donald E. "Bus" Lukens
Congress Conservative Pack
777 Leesburg Pike
Falls Church, Va.

Re: MUR 106 (76)

Dear Mr. Lukens:

This is in further reference to the matter of "Project: One Million Reagan Books" and possible violations of the Federal Election Campaign Laws of 1971, as amended. Based upon all the evidence received and the information contained in your response to our preliminary inquiry, the Commission has determined that no violation of the election laws has occurred. A copy of my report is enclosed, along with the Commission's certification.

Sincerely yours,

Signed: John G. Murphy, Jr.

John G. Murphy, Jr.
General Counsel

Enclosure

FEDERAL ELECTION COMMISSION
ENCLOSURE THE COPY
GENERAL COUNSEL

77040013791

BEFORE THE FEDERAL ELECTION COMMISSION

In the Matter of
Ronald Reagan

)
)
)

MUR 106 (76)

CERTIFICATION

I, Marjorie W. Emmons, Secretary to the Federal Election Commission, do hereby certify that on October 7, 1976, the Commission determined by a vote of 4-0 that there was no reason to believe that a violation of the Federal Election Campaign Act of 1971, as amended, had been committed in the above-captioned matter. Voting that there was no reason to believe were Commissioners Aikens, Springer, Staebler, and Thomson. Commissioner Harris abstained from voting. Commissioner Tiernan was not present.

Accordingly, the file in this matter has now been closed.

Marjorie W. Emmons

Marjorie W. Emmons
Secretary to the Commission

7704001379

SEARCHED
SERIALIZED
INDEXED
FILED

77040013791

"special targets of liberal professors and campus radicals." CCP, described by Lukens as the largest commercial conservative book distributing company in the U.S., seeks to elicit the reader's participation in a program entitled "PROJECT: ONE MILLION REAGAN BOOKS". The purpose of the project is to send copies of the book "Sincerely; Ronald Reagan", free of charge, to as many college students in the U.S. as possible. The book is described as a "collection of letters that Ronald Reagan has written over the years explaining his philosophy on economics, the energy crisis, defense, family life, bureaucratic waste and inflation and dozens of other topics that are of vital concern to all Americans . . . (it) is a very effective way to make the conservative point of view known to our young men and women."

Complainant also supplied a copy of a solicitation form for the reader to fill out and return with his/her check (payable to Campus Conservative Packs) for the purchase of up to 80 books, at \$1.25 per copy, to be sent to students all over the country.

Respondent, represented by the firm of Grossberg, Yochelson, Fox and Beyda of Washington, D.C., in an

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FEB 25 1978
FEDERAL COUNSEL

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unnotarized answer to our preliminary inquiry, stated that "Project: One Million Reagan Books" is "strictly an educational program . . . (and) is being promoted by CCP in a manner expressly designed to avoid even the appearance of a political effort on Mr. Reagan's behalf." The response further stated that the project "has not been authorized or consented to by Mr. Reagan, nor have any persons connected with the Reagan campaign been consulted as to its advisability. No proceeds from this project are to be used by or in connection with Mr. Reagan's current presidential campaign." Respondent's attorney further described the book in question as a compilation of Mr. Reagan's personal correspondence, written during his public life, and compiled by his former Personal secretary, Helene Von Damm.

The response also stated that CCP has conducted other similar projects, featuring works by other prominent conservative leaders such as Senator Strom Thurmond, Senator Barry Goldwater and Governor George Wallace, who is also a Presidential candidate. The response claimed that the focus of all these projects is strictly educational and no political endorsements were involved.

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III. Analysis

If efforts by Campus Conservative Packs are to be characterized as independent expenditures, they must expressly advocate the election or defeat of a clearly identified candidate (2 U.S.C. §434e as construed by the Court in Buckly v. Valeo, 424 U.S. 1, 80 (1976)).

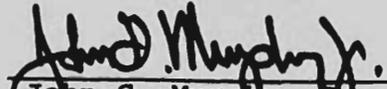
77040015796

The newsletter provided as the basis for the allegation does not expressly advocate the election or defeat of Mr. Reagan. It rather seeks to elicit the reader's participation in an educational project which provides conservative books, free of charge, to as many college students in the U.S. as possible. The project has distributed similar works by Barry Goldwater, Strom Thurmond and George Wallace. It promotes conservatism, not a particular candidate. There is nothing in the newsletter to indicate that the project is conducted in cooperation with Mr. Reagan or any of his authorized agents. Respondent has stated in his answer to our preliminary inquiry that no person connected with the Reagan campaign was consulted with respect to the project.

In light of these facts, it does not appear that any provisions of the Act have been violated.

IV. Recommendation

It is recommended that on the basis of the newsletter provided as evidence and the respondent's reply to the preliminary inquiry the file be closed. Send attached letters.


John G. Murphy, Jr.
General Counsel

DATE: October 4, 1976

77040016797

ORIGINAL
COPY
FILED



FEDERAL ELECTION COMMISSION

1225 K STREET, N.W.
WASHINGTON, D.C. 20543

Mr. Richard Conlin
Ingham County Commissioner
11371/2 Frye St.
East Lansing, Michigan 48823

Re: MUR 106 (76)

Dear Mr. Conlin:

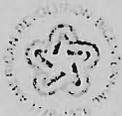
This is in further reference to your letter, which we numbered MUR 106, alleging certain violations of the Federal Election Campaign Act of 1971, as amended, by Governor Reagan. Based upon the information in your letter and respondent's reply to our preliminary inquiry, the Commission has determined that there is no reason to believe that a violation of any statute within its jurisdiction has been committed. Accordingly, the Commission has closed its file in this matter.

Should additional information come to your attention which you believe establishes a violation of the Federal Election Campaign Laws, please contact me. The staff member assigned to this matter was Kris Anderson (telephone no. 202/382-4055).

Sincerely yours,

John G. Murphy, Jr.
General Counsel

77040013793



FEDERAL ELECTION COMMISSION
OFFICE OF GENERAL COUNSEL



FEDERAL ELECTION COMMISSION

1225 E. STREET, N.W.
WASHINGTON, D.C. 20541

Mr. Donald E. "Buz" Lukens
Campus Conservative Packs
777 Leesburg Pike
Falls Church, Va.

Re: MUR 106 (76)

Dear Mr. Lukens:

This is in further reference to the matter of "Project: One Million Reagan Books" and possible violations of the Federal Election Campaign Laws of 1971, as amended. Based upon all the evidence received and the information contained in your response to our preliminary inquiry, the Commission has determined that no violation of the election laws has occurred. A copy of my report is enclosed, along with the Commission's certification.

Sincerely yours,

John G. Murphy, Jr.
General Counsel

Enclosure

77040013790



COMMISSION
COPY
GENERAL COUNSEL

LAW OFFICES
GROSSBERG, YOCHELSON, FOX & BEYDA
1707 H STREET, N.W.
WASHINGTON, D. C. 20006

SOLOMON GROSSBERG
IRVING B. YOCHELSON
JULIUS I. FOX
C. RICHARD BEYDA
LAWRENCE A. MILLER
GERALD P. GROSSBERG
SHELTON M. BINSTOCK
STEVEN C. FRIEDMAN
DALY D. E. TEMCHINE
I. DAVID LERMAN
ISADORE BRILL (1905-1964)

FILED
SECTION

76 JUN 6 P2:56
MUR 106

AREA CODE 202
298-7600

June 30, 1976

CONTROL # 76-767

John G. Murphy, Jr.,
General Counsel
Federal Election Commission
1325 K Street, N.W.
Washington, D. C. 20463

Re: MUR 106 (76)

Dear Mr. Murphy:

This law firm represents Prospect House, Inc. We have been asked by our client to respond to your June 22, 1976, letter to Mr. Donald E. "Buz" Lukens, Chairman of Campus Conservative Packs (CCP), a project of Prospect House, Inc.

In your letter, you express an interest in obtaining information about CCP's project to distribute one million Ronald Reagan books. The information set forth below describes this project, the newest of CCP's educational programs, and is directed to each of the inquiries respecting federal election law considerations raised in your letter.

"Project: One Million Ronald Reagan Books" is the latest addition to CCP's ongoing program to help American youth understand the conservative viewpoint and philosophy. Through such programs as "Project: One Million Ronald Reagan Books," CCP hopes to develop in American students an awareness of and appreciation for ideas such as free enterprise economics, limited government and strong national defense. In the past, CCP has sponsored similar educational programs featuring works by other prominent conservative leaders and public figures such as Senator Strom Thurmond, economist Henry Hazlitt and Senator Barry Goldwater.

The publication which is being distributed in connection with "Project: One Million Ronald Reagan Books" is a book entitled Sincerely, Ronald Reagan. Written by Helene Von Damm, who was personal secretary to Mr. Reagan during his term as Governor of California, Sincerely, Ronald Reagan is a compilation of letters written by Mr. Reagan during the course of his public life. Included among these letters are personal correspondence to students, friends, clergy, politicians and members of Mr. Reagan's own family. Through these letters, Ms. Von Damm attempts to share with her readers Mr. Reagan's insights on matters such as the

77040013801

John G. Murphy, Jr.,
Page Two

June 30, 1976

importance of freedom, individualism, family life and community. None of these letters are directed to Mr. Reagan's current presidential aspirations and efforts, nor do any other portions of Ms. Von Damm's book touch upon these subjects.

We wish to emphasize that "Project: One Million Ronald Reagan Books" is strictly an educational program. This program is being promoted by CCP in a manner expressly designed to avoid even the appearance of a political effort on Mr. Reagan's behalf. This project has not been authorized or consented to by Mr. Reagan, nor have any persons connected with the Reagan campaign been consulted as to its advisability. No proceeds from this project are to be used by or in connection with Mr. Reagan's current presidential campaign.

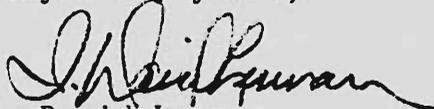
As you are well aware, Mr. Reagan is one of the better known and more articulate spokesmen for the conservative movement in America today. For this reason alone, CCP has chosen Sincerely, Ronald Reagan as a means of effectively conveying the conservative message to America's youth.

For the foregoing reasons, it would not appear that the sections of the Federal Election Campaign Act referred to in your letter are in any way related or have application to CCP's educational project. Upon your request, we would be happy to arrange for a courtesy copy of Sincerely, Ronald Reagan and samples of materials being used in connection with CCP's book distribution program to be furnished to you for your review.

You also have asked whether CCP has distributed literature concerning other presidential candidates. In the past, CCP has sponsored an educational project similar to the one discussed in this letter in which copies of a book concerning the views of Governor George Wallace were distributed to college students. Again, the focus of this project was strictly educational and no endorsement of Mr. Wallace's presidential aspirations or efforts was involved.

I would be happy to discuss any other matters pertaining to CCP's educational projects with you at your convenience. Please feel free to call me for any additional information which you might desire.

Very truly yours,



I. David Lerman

IDL/sh

770400130

RECEIVED
FEDERAL ELECTION COMMISSION

LAW OFFICES

GROSSBERG, YOCHELSON, FOX & BEYDA

1707 H STREET, N.W.

WASHINGTON, D. C. 20006

76 JUN 6 P2:56

MUR 106

AREA CODE 202
202-7600

SOLOMON GROSSBERG
IRVING B. YOCHELSON
JULIUS I. FOX
C. RICHARD BEYDA
LAWRENCE A. MILLER
GERALD P. GROSSBERG
SHELTON M. BINSTOCK
STEVEN G. FRIEDMAN
DALY D. E. TEMCHINE
I. DAVID LERMAN
ISADORE BRILL (1905-1964)

June 30, 1976

CONTROL # 76-765

John G. Murphy, Jr.,
General Counsel
Federal Election Commission
1325 K Street, N.W.
Washington, D. C. 20463

Re: MUR 106 (76)

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7-304003301

John G. Murphy, Jr.,
Page Two

June 30, 1976

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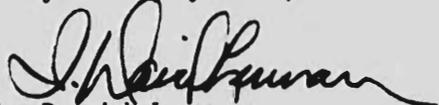
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I would be happy to discuss any other matters pertaining to CCP's educational projects with you at your convenience. Please feel free to call me for any additional information which you might desire.

Very truly yours,



I. David Lerman

IDL/sh

7704001580

GROSSBERG, YOCHELSON, FOX & BEYDA

1207 H STREET N.W.
WASHINGTON, D.C. 20006



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6 P2:55

John G. Murphy, Jr.,
General Counsel
Federal Election Commission
1325 K Street, N.W.
Washington, D. C. 20463

P.C.

PS Form 3811, Jan. 1975

RETURN RECEIPT, REGISTERED, INSURED AND CERTIFIED MAIL

SENDER: Complete items 1, 2, and 3. Add your address in the "RETURN TO" space on reverse.

1. The following service is requested (check one).
- Show to whom and date delivered..... 15¢
 - Show to whom, date, & address of delivery.. 35¢
 - RESTRICTED DELIVERY.
Show to whom and date delivered..... 65¢
 - RESTRICTED DELIVERY.
Show to whom, date, and address of delivery 85¢

2. ARTICLE ADDRESSED TO:
Donald Lukens

3. ARTICLE DESCRIPTION:

REGISTERED NO.	CERTIFIED NO.	INSURED NO.
	<i>438245</i>	

(Always obtain signature of addressee or agent)

I have received the article described above.

SIGNATURE Addressee Authorized agent

Carrie Lenn

4. DATE OF DELIVERY
6-24-76

5. ADDRESS (Complete only if requested)

*777 Leesburg Pike
Falls Church, VA 22043*

6. UNABLE TO DELIVER BECAUSE:

CLERK'S INITIALS



770400

22 JUN 1976

**CERTIFIED MAIL
RETURN RECEIPT REQUESTED**

Donald E. "Bus" Lukens
Campaign Conservative Packs
777 Leesburg Pike
Falls Church, VA

MUR 106

Dear Mr. Lukens:

It has been brought to my attention that your signature appeared on a letter soliciting monies on behalf of a project to distribute one million Ronald Reagan books.

My preliminary analysis indicates that your project may be subject to the provisions of the Federal Election Campaign Act of 1971, as amended (the Act). In particular, I refer you to 2 U.S.C. Section 434 (e) (1) which states that every person (other than a political committee or candidate) who makes contributions or independent expenditures expressly advocating the election or defeat of a clearly identifiable candidate, other than by contribution to a political committee or candidate, in an aggregate amount in excess of \$100 during a calendar year shall file with the Commission a statement of such contributions or expenditures. You should also be aware that if your project is authorized by Governor Reagan and if it anticipated receiving contributions or making expenditures of more than \$1,000 in his behalf, then it is required to register as a political committee and report all of its receipts and expenditures (see 2 U.S.C. Sections 431 (d) and 434 (a) and (b)). If you are an authorized political committee, your expenditures may count toward Governor Reagan's primary spending limit under 2 U.S.C. Section 441a (b). Finally, please note that U.S.C. Section 441b prohibits a corporation from making contributions or expenditures "in connection with any election." For your information, we have enclosed a copy of the Act with this letter. We have also included pertinent reporting and registration forms.

I would appreciate it if you would furnish the Commission with whatever information you deem pertinent to determining the Applicability of the Act.

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COPIES
GENERAL COUNSEL

In particular, we require information on the following matters: (1) a description of "Sincerely, Ronald Reagan," (2) whether the project has distributed literature concerning other presidential candidates, and if so, the nature of this literature; (3) whether receipts from the project are utilized on behalf of Governor Reagan's candidacy; (4) whether the project is authorized or is conducted with the consent of Governor Reagan. I would like to have your response within ten days of receipt of this letter.

The attorney assigned to this matter is Andrew Athy, telephone no. 202-382-6646. If you have any questions, please contact him.

Sincerely yours,

Signed: John G. Murphy, Jr.

John G. Murphy, Jr.
General Counsel

77040013807

22 JUN 1976

Mr. Richard Conlin
1137 1/2 Frye Street
East Lansing, Michigan 48823

Dear Mr. Conlin:

This is to acknowledge receipt of your letter suggesting possible violations of the Federal Election Campaign Act of 1971, as amended, by Governor Reagan.

The Commission is unable to treat your letter as a complaint because it is not signed and sworn and notarized as required by Section 437g(a)(1) of the Federal Election Campaign Law of 1971, as amended (The Act). Our new procedures also require that a complaint contains:

- 1) the full name, address, and telephone number of the complaint;
- 2) a clear and concise statement of the activities which are alleged to constitute a violation of The Act;
- 3) copies of any evidence available to you which sustains the allegations of the complaint.

If you wish to have the Commission treat your letter as a complaint, please comply with these requirements.

The attorney assigned to this case is Andrew Athy, Jr. (Telephone No. 202-382-4055). If you need further assistance or have any questions please contact him.

Sincerely yours,

Signed: John G. Murphy, Jr.

John G. Murphy, Jr.
General Counsel

THOMAS MURPHY COMMISSION
ORIGINAL FILE COPY
OFFICE OF GENERAL COUNSEL

JMurphy:pg:6/9/76

MUR106

77040013808



FEDERAL ELECTION COMMISSION

1325 K STREET N.W.
WASHINGTON, D.C. 20463

Commissioner Springer

MUR No. 106 (76)

Date and Time of Transmittal _____

- I approve the recommendation in the 48 Hour Report
- I object to the recommendation in the 48 Hour Report

COMMENTS: _____

Date: June 16 1976

Signature: [Handwritten Signature]

The Office of General Counsel will take no action in this matter until the approval of four Commissioners is received. Please return this sheet within 24 hours to Ms. Marge Emmons ~~in the Compliance Office on the Fourth Floor.~~



FEDERAL ELECTION COMMISSION
OFFICIAL FILE COPY
OFFICE OF GENERAL COUNSEL

77040015807



FEDERAL ELECTION COMMISSION

1325 K STREET N.W.
WASHINGTON, D.C. 20463

Commissioner Thompson

MUR No. 106 (76)

Date and Time of Transmittal _____

- I approve the recommendation in the 48 Hour Report
- I object to the recommendation in the 48 Hour Report

COMMENTS: _____

Date: 6-18-76 Signature: [Handwritten Signature]

The Office of General Counsel will take no action in this matter until the approval of four Commissioners is received. Please return this sheet within 24 hours to Ms. Marge Emmons in the Compliance Office on the Fourth Floor.



FEDERAL ELECTION COMMISSION
OFFICIAL FILE COPY
OFFICE OF GENERAL COUNSEL

77040013810



FEDERAL ELECTION COMMISSION

1325 K STREET N.W.
WASHINGTON, D.C. 20463

Commissioner Harris

MUR No. 106 (76)

Date and Time of Transmittal _____

- I approve the recommendation in the 48 Hour Report
- I object to the recommendation in the 48 Hour Report

COMMENTS: _____

Date: June 18, 1976 Signature: James E Harris

The Office of General Counsel will take no action in this matter until the approval of four Commissioners is received. Please return this sheet within 24 hours to Ms. Marge Emmons ~~in the Compliance Office on the Fourth Floor.~~

FEDERAL ELECTION COMMISSION
OFFICIAL FILE COPY
OFFICE OF GENERAL COUNSEL



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FEDERAL ELECTION COMMISSION

1325 K STREET N.W.
WASHINGTON, D.C. 20463

Commissioner Cibens

MUR No. 106 (76)

Date and Time of Transmittal _____

- I approve the recommendation in the 48 Hour Report
- I object to the recommendation in the 48 Hour Report

COMMENTS: _____

Date: 6/17/76

Signature: J. [Signature]

The Office of General Counsel will take no action in this matter until the approval of four Commissioners is received. Please return this sheet within 24 hours to Ms. Marge Emmons ~~in the Compliance Office on the Fourth Floor.~~



FEDERAL ELECTION COMMISSION
OFFICIAL FILE COPY
OFFICE OF GENERAL COUNSEL

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FEDERAL ELECTION COMMISSION

1325 K STREET N.W.
WASHINGTON, D.C. 20463

Commissioner Tierman

MUR No. 106 (76)

Date and Time of Transmittal _____

- () I approve the recommendation in the 48 Hour Report
- () I object to the recommendation in the 48 Hour Report

COMMENTS: _____

Date: June 24, 1976 Signature: R.O. Tierman

The Office of General Counsel will take no action in this matter until the approval of four Commissioners is received. Please return this sheet within 24 hours to Ms. Marge Emmons in the Compliance Office on the Fourth Floor.

FEDERAL ELECTION COMMISSION
OFFICIAL FILE COPY
OFFICE OF GENERAL COUNSEL



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DATE AND TIME OF TRANSMITTAL: JUN 16 1976

NO. MUR 106 (76)

REC'D: 3/18/76

FEDERAL ELECTION COMMISSION
Washington, D. C.

Complainant's Name: Richard Conlin (unnotarized letter)

Respondent's Name: Campus Conservative Packs - Donald "Buz" Lukens

Relevant Statute: 18 U.S.C. 608, 610, 2 U.S.C. Section 434 (e), 432

Internal Reports Checked: _____

Federal Agencies Checked: _____

SUMMARY OF ALLEGATION

(1) Expenditures by Respondent involving the distribution of a book "Sincerely, Ronald Reagan" should be counted against Reagan's 608(c) (1) (A) expenditure limitation. (2) Internal review of materials submitted by complainant also indicates possible Section 434(e) and Section 441(b) (sic formally 18 U.S.C. Section 610) violations.

PRELIMINARY LEGAL ANALYSIS

Information provided does not sufficiently indicate whether the materials distributed by Campus Conservative Packs relate to the election or defeat of a clearly identified candidate or whether the materials were distributed with the authorization of Governor Reagan. Without this information it is impossible to determine what provisions of the Act (if any) may have been violated.

RECOMMENDATION

Keep file open and send attached letters to complainant and respondent.

Date of Next Commission Review: _____

RECEIVED
FEDERAL ELECTION COMMISSION
WASHINGTON, D. C.

77040031

MUR 10 (76)

1137 1/2 Frye Street
East Lansing, Michigan 48823

RICHARD CONLIN
INGHAM COUNTY COMMISSIONER
Tenth District

FEDERAL ELECTION
COMMISSION

Phone: 337-1417

East Lansing Precincts 14, 15, 16,
17, 18 (part), 19, 20 (part)

76 MAR 18 P12:11

Federal Elections Commission
Washington, D. C.

Dear People:

I received the enclosed mailing recently. It is my opinion that such an activity can hardly be taking place without the consent of the Reagan campaign, and it seems to me that it should be held against their contribution and spending limits. If it is not, I would like to formally complain about it, and ask you to act to rectify the situation.

Yours,



7704001581

ON
COPY
MUSEL

"Perhaps we can't stop the world from being one in which children are tortured, but we can reduce the number of tortured children."

- Albert Camus

"All men are slaves until their brothers are free."

- Martin Luther King

PROJECT: ONE MILLION REAGAN BOOKS

An exciting, educational project designed to distribute **RONALD REAGAN's** newest book, free of charge to one million college students!

Sponsored by **CAMPUS CONSERVATIVE PACKS**
7777 Leesburg Pike
Falls Church, Va. 22043

ADVISORY COMMITTEE

Chairman:

Donald E. Lukens

Ohio State Senator, Former
Congressman from Ohio

POLITICAL LEADERS

E. Ross Adair

Ambassador to Ethiopia,
Former U.S. Congressman
from Indiana

Joel T. Broyhill

Former U.S. Congressman
from Virginia

J. Herbert Burke

U.S. Congressman
from Florida

Walter Flowers

U.S. Congressman
from Alabama

Katherine St. George

Former U.S. Congresswoman
from New York

Marjorie S. Holt

U.S. Congresswoman
from Maryland

James R. Mann

U.S. Congressman
from South Carolina

Thomas A. Van Meter

Ohio State Senator

Sam Steiger

U.S. Congressman
from Arizona

Maldrim Thomson, Jr.

Governor of New Hampshire

PROFESSIONAL LEADERS

Eddy Arnold

Prof. **Anthony Bouscaren**

Author, Editor

Al Capp

Author, Editor

John Chamberlain

Author, Editor

Anna Chennault

Author, Editor

Henry Hazlitt

Author, Editor

Walter Knott

Author, Editor

Phil Rizzuto

Author, Editor

Ralph de Toledano

Author, Editor

A. C. Wedemeyer

Author, Editor

Lawrence Welk

Author, Editor

Efrem Zimbalist, Jr.

Author, Editor

Dear Friend:

Who is your choice for the Republican nomination for President in 1976 -- Gerald Ford or Ronald Reagan?

As you know, conservatives are divided on this subject: some want Ronald Reagan; others want Gerald Ford as their Republican Presidential nominee.

Since the first primary elections are starting in the next few weeks, I believe it is important for every conservative activist and community leader to voice his or her opinion on this important subject.

That's why I have enclosed a specially prepared poll for your personal use. I'm calling it CCP's 1976 Republican Party Nomination Poll. Please fill it out and mail me your opinion postmarked no later than February 28th.

I will immediately tabulate your poll and send the results directly to the Republican National Committee on March 1 and to the delegates to the Republican Party's National Convention in Kansas City.

Because CCP is the largest commercial conservative book distributing company in the U.S., I feel it is very important for you and other conservatives I have selected for this poll to speak out.

So, please send me your poll today, in the enclosed reply envelope.

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I would like you to help me send Ronald Reagan's newest book, "Sincerely, Ronald Reagan", free of charge, to a minimum of one million college students in 1976.

There are over 6,000,000 college students 18 years and over who are studying on hundreds of campuses across the

started we have received hundreds of letters like this:

"Your Campus Conservative Pack arrived today in our Student Government office and you have no idea how amazed people were at the contents. Conservative? Pro-American? Here?

I just had to personally say, 'Thank You, so much!'"

Student, Marymount Manhattan
College

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Here's how this new and exciting book project works:

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- OFFICE OF GENERAL COUNSEL

RICHARD CONLIN

INGHAM COUNTY COMMISSIONER

Tenth District

1137½ FRYE STREET
EAST LANSING, MICHIGAN 48823



NOV 19 1970 12:03

Federal Elections Commission
Washington, D. C.

Re: Campaign Spending Complaint

77-1400-1
MICHIGAN CAMPAIGN AND CONSUMER COUNCIL
81

PROJECT: ONE MILLION REAGAN BOOKS

An exciting, educational project designed to distribute **RONALD REAGAN's** newest book, free of charge to one million college students!

Sponsored by **CAMPUS CONSERVATIVE PACKS**
7779 Leesburg Pike
Falls Church, Va. 22043

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Author

Ralph de Toledano
Author

A. C. Wedemeyer
Former U.S. Army
General

Lawrence Welk
Entrepreneur

Efrem Zimbalist, Jr.
Economist

Dear Friend:

Who is your choice for the Republican nomination for President in 1976 -- Gerald Ford or Ronald Reagan?

As you know, conservatives are divided on this subject: some want Ronald Reagan; others want Gerald Ford as their Republican Presidential nominee.

Since the first primary elections are starting in the next few weeks, I believe it is important for every conservative activist and community leader to voice his or her opinion on this important subject.

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There are over 6,000,000 college students 18 years and over who are studying on hundreds of campuses across the

United States.

These students are now special targets of liberal professors and campus radicals. Day after day these students are exposed to liberal distortions and outright lies about the conservative cause.

My latest campus speaking tour confirmed my suspicion that 1976 will see the biggest liberal offensive ever at our state universities.

Unless conservatives act, and act quickly, thousands of young students on campuses across your state and the U.S. will decide to support liberal candidates and issues in 1976.

That's why Campus Conservative Packs has just launched a major new program to reach and influence the more than 6,000,000 college students who are attending liberal colleges and universities all across America.

And I'm writing to you today to tell you about Campus Conservative Packs and to ask you to participate in our new and exciting educational program which I am calling "PROJECT: ONE MILLION REAGAN BOOKS".

I started Campus Conservative Packs along with Prospect House, the educational, commercial company, back in 1971 to help stop the spread of liberalism and radicalism on our college campuses.

Since 1971, concerned Americans have purchased 335,000 conservative books for college students through our Campus Conservative Pack program. And CCP has sent these books, free of charge to college students at 653 campuses in all 50 states.

CCP fights campus liberalism by giving students the kind of education that few colleges provide:

- * Free enterprise economics.... not liberal, socialist or Marxist economic schemes.
- * Conservative political logic....not liberal philosophy which is leading this country to economic disaster and to a weakened military establishment which will be second rate to Communist Russia.

We're doing all this by giving college students the kind of books they can't find on campus....books by conservative leaders like Ronald Reagan, Barry Goldwater, Senator Strom Thurmond, the conservative economist, Henry Hazlitt and dozens and dozens of other pro-American leaders.

You may be wondering, "Does this Campus Conservative Book Program really work?"

The answer is YES! I know it works. Since our vital program

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OFFICE OF GENERAL COUNSEL

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OFFICE OF GENERAL COUNSEL

The retail price of "Sincerely, Ronald Reagan" is \$1.25. My hope is that you will buy as many of these new books as you can so we can successfully reach and influence millions of young college students in 1976.

Each \$1.25 you send will pay for not only the purchase of this book, but also for the selection of the students, and all shipping charges connected with distribution of the book to each student.

There is no doubt in my mind that CCP's PROJECT: ONE MILLION REAGAN BOOKS will help make a big dent in the liberals' plan to capture student support in 1976.

But let's be realistic.... time is against us. The liberal professors and radical student organizations are already hard at work against us.

That's why you and I have to begin distributing Ronald Reagan's new book by February 28th at the very latest, in order to reach our goal of influencing at least one million students in 1976.

So please, send \$5.00, \$10.00, \$15.00, \$20.00 or as much as you can, today, to buy 4, 8, 12, 16 or more of these exciting new books.

I hope you will also consider buying as many as 50 books (\$62.50) or even 100 books (\$125.00). The more students we influence, the better.

These college students desperately need to understand the conservative viewpoint to counter the flood of liberal propoganda they hear every day from the campus radicals.

Distribution of "Sincerely, Ronald Reagan" is one of the best ways I know to help counter this all-out liberal offensive against America's young people.

Sincerely,



Donald E. "Buz " Lukens
Ohio State Senator and
Former U.S. Congressman

P.S. Would you like to have your own personal copy of Ronald Reagan's new book? If you send \$15.00 or more to buy and distribute at least 12 of these new books to college students, I'll mail you a FREE copy of this book which I believe will be the most important political book published in 1976.