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ADMINISTRATIVELY CONFIDENTIAL

THE WHITE HOUSE

WASHINGTON

April 4, 1972



MEMORANDUM FOR: H. R. HALDEMAN  
FROM: KEN W. CLAWSON *KC*  
SUBJECT: KENNEDY CHARISMA

Attached is the Nick Thimmesch column on "Where's the Kennedy Charisma" based on his poll showing in the New Hampshire Primary.

The New Hampshire material is printed on pages 3 and 4 of the column. It was fed to Thimmesch last Thursday, March 30.