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FILE GROUP TITLE
PPF

BOX NUMBER
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FOLDER TITLE

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F. Release would disclose investigatory information compiled for law enforcement purposes.
G. Withdrawn and return private and personal material.
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NATIONAL ARCHIVES AND RECORDS ADMINISTRATION
NA FORM 1421 (4-85)
President's Personal Files

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MEMORANDUM

THE WHITE HOUSE
WASHINGTON

February 19, 1971

STRICTLY CONFIDENTIAL

FOR:    ROSE MARY WOODS
FROM:   MURRAY CHOTINER

If you want to incorporate these thoughts when you reply to Lou Guylay, I think you will be on safe ground.

1. A Presidential campaign should not be run from the White House.

2. The RNC can fulfill an important role on the Republican side of the street in a campaign. However, a campaign group is needed to appeal to Democrats and Independents--it is difficult to do this under the banner of "Republican."

3. The Party in the White House must run on its record. The attacks against it should be answered by front page headliners such as Senators and the Chairman of the RNC.

4. "Hard hitting news releases and speeches on gut issues" should be the order of the day instead of "fancy slick literature with pretty four-color pictures."

5. We are looking forward to a new RNC under the leadership of Senator Dole and his two Co-Chairmen.

Now that I have dictated all of the foregoing, may I suggest you be very diplomatic in what you say because you never know in whose newspaper your comments may appear.