

Richard Nixon Presidential Library  
Contested Materials Collection  
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
54	5	4/19/1972	<input type="checkbox"/>	Campaign	Memo	From Harper to Cole RE 1701 Campaign and Advertising Strategy. 1 pg.
54	5	7/20/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Magruder to Butterfield and Chapin RE Vida Blue, Jr. 1 pg.

DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]

DOCUMENT NUMBER	DOCUMENT TYPE	SUBJECT/TITLE OR CORRESPONDENTS	DATE	RESTRICTION
N-1 [Doc 5]	Memo	Eid Afergan to Ken Cole, re: 1701 Campaign and Advertising Strategy	4/19/72	C (Nixon)
N-2 [Doc 6]	Memo	Maguider to Butterfield & Chapin, re: Vida Blue, Jr.	7/20/71	C (Nixon)

FILE GROUP TITLE

WHSF:WACF:Name File

BOX NUMBER

1

FOLDER TITLE

Maguider, J.L.

RESTRICTION CODES

- A. Release would violate a Federal statute or Agency Policy.
- B. National security classified information.
- C. Pending or approved claim that release would violate an individual's rights.
- D. Release would constitute a clearly unwarranted invasion of privacy or a libel of a living person.
- E. Release would disclose trade secrets or confidential commercial or financial information.
- F. Release would disclose investigatory information compiled for law enforcement purposes.
- G. Withdrawn and return private and personal material.
- H. Withdrawn and returned non-historical material.

Presidential Materials Review Board

Review on Contested Documents

Collection: WHSF:WHCF:Name File

Box Number: 1

Folder: Magruder, Jeb

<u>Document</u>	<u>Disposition</u>
5	Return Private/Political
6	Return Private/Political

cyber

EXECUTIVE

16

THE WHITE HOUSE  
WASHINGTON

PL  
PL6  
FG1

April 19, 1972

X

MEMORANDUM FOR KEN COLE

FROM: ED HARPER *EH*

SUBJECT: 1701 Campaign and Advertising Strategy

At Len Garment's request, the 1701 Advertising Group gave Len Garment and me a special showing of their presentation on campaign and advertising strategy. Pete Dailey, Phil Joanou, and Bill Taylor made the presentation. Jeb Magruder stopped in at the outset to emphasize that this was very preliminary and that it would be a couple of months before they were ready to make any firm decisions. The following are my notes on the presentation.

I. BACKGROUND

Decisive Personal Attributes of the President:

RN IS--

- Experienced
- Trained
- Informed
- Competent
- Safe
- Conservative

RN IS NOT--

- Frank
- Warm
- Extroverted
- Relaxed
- Sense of Humor

Right Track vs. Wrong Track

"Is America going the right direction or is it on the wrong track?" is a Roper question going back to 1960. A majority felt America was on the right track until 1965. Since then a majority have felt America is on the wrong track. There has been no significant change since 1968.

APR 27 1972  
CENTRAL FILES

EXECUTIVE (3)  
RE 2  
PR 7-2

CITIZENS FOR THE RE-ELECTION OF THE PRESIDENT  
WASHINGTON

*Dave*

SUITE 272  
1701 PENNSYLVANIA AVENUE, N.W.  
WASHINGTON, D.C. 20006  
(202) 333-0920

July 20, 1971

MEMORANDUM FOR: MR. ALEXANDER P. BUTTERFIELD  
MR. DWIGHT L. CHAPIN  
FROM: JEB S. MAGRUDER  
SUBJECT: VIDA BLUE, JR.

If things go as they have all season, Oakland Athletics pitcher Vida Blue, Jr. should win his twentieth game sometime during the next ten days (he has won 18 already). He stands a good chance of accomplishing this before his 22nd birthday on July 28.

Blue has captured the imagination of Baseball fans especially young ones. In less than one year in the major leagues, at the age of 21, he has become the best pitcher in baseball and one of its most popular stars. As you know, of course, he is Black.

Since the President is already known as a baseball fan, Ken Rietz of our office has suggested and I agree that it would seem appropriate for the President to call Blue on the telephone the day he wins his twentieth game.

Also, if it can be arranged, and Blue keeps going like he has, the President's attendance at the game when Blue goes for his 30th win would strike a very positive note, particularly among young Blacks.

cc: Mr. David N. Parker

Attachment

JUL 20 1971