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**FILE GROUP TITLE**

WHSF: 1971 CF: Watergate

**FOLDER TITLE**

Magruder, Jr

**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G. Withdrawn and return private and personal material.
H. Withdrawn and returned non-historical material.

NATIONAL ARCHIVES AND RECORDS ADMINISTRATION

NA FORM 1421 (4-85)
Presidential Materials Review Board

Review on Contested Documents

Collection: WHSF:WHCF:Name File
Box Number: 1
Folder: Magruder, Jeb

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MEMORANDUM FOR KEN COLE
FROM: ED HARPER
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.
MEMORANDUM FOR: MR. ALEXANDER P. BUTTERFIELD
FROM: JEB S. MAGRUDER
SUBJECT: VIDA BLUE, JR.

July 20, 1971

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