

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> |
|-------------------|----------------------|----------------------|--------------------------|----------------|----------------------|--|
| 50 | 17 | 3/10/1973 | <input type="checkbox"/> | Campaign | Memo | From RN to John D. Ehrlichman RE: Directing programs to homeowners. 1pg. 2 copies. |

DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]

| DOCUMENT NUMBER | DOCUMENT TYPE | SUBJECT/TITLE OR CORRESPONDENTS | DATE | RESTRICTION |
|-----------------|---------------|---|---------|-------------|
| N-1 [151] | memo | RN to JDE re Cambridge Research poll | 3/10/73 | C |
| N-2 [152] | memo | RN to HRH re Rizzo's move | 3/10/73 | C |
| N-3 [152] | draft | Doc # N-2 (copy) | 3/10/73 | C |
| N-4 [151] | draft | copy of Doc # N-1 | 3/10/73 | C |
| N-5 [153] | memo | RN to HRH & HAK re Sgt Robert Thompson | 3/12/73 | C |
| N-6 [153] | draft | copy of Doc. # N-5. | 3/12/73 | C |
| N-7 [154] | memo | RN to Ziegler copy for HRH re press coverage for Mrs. Nixon | 3/15/73 | C |
| N-8 [154] | draft | copy of Doc # N-7 | 3/15/73 | C |

FILE GROUP TITLE

PPF

BOX NUMBER

4

FOLDER TITLE

Memos - March 1973

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- G. Withdrawn and return private and personal material.
- H. Withdrawn and returned non-historical material.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: President's Personal Files

Box Number: 4

Folder: Memos - March 1973

| <u>Document</u> | <u>Disposition</u> |
|-----------------|----------------------------------|
| 151 | Return Private/Political |
| 152 | Retain Close Invasion of Privacy |
| 153 | Retain Open |
| 154 | Retain Open |

THE WHITE HOUSE

WASHINGTON

March 10, 1973

MEMORANDUM FOR:

MR. JOHN D. EHRLICHMAN

FROM:

THE PRESIDENT

I read a very interesting poll by the Cambridge Research people in which they made the point that people who live in homes that they own tend to take a much more conservative view on public issues than people who rent.

I think this has significant consequences as far as our own programs are concerned. Whenever possible we should direct our programs in ways that they will appeal to homeowners who, of course, make up about 70% of the nation's electorate. Politically, of course, we should be sure that candidates have the good sense to make their appeals in exactly the same direction. Rather than having blanket mailings, for example, to everybody in a District, people would be far better advised to concentrate on homeowners and hit the issues that appeal particularly to them.

I do not want this memorandum copied and distributed but I would like for you to discuss the matter with Bob Haldeman at your convenience, and also with George Bush. As far as programs are concerned, I would like you to follow through in any way that you think would be appropriate to reach our homeowner constituency.

cc: Mr. H. R. Haldeman

March 10, 1973

DRAFT

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cc: H. R. Haldeman

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