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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>
5	14	6/14/1972	<input type="checkbox"/>	Campaign	Memo	Memo from David Wilson to John Dean RE: thoughts on the official program for the Democratic National Convention with handwritten comment. 1 pg.

THE WHITE HOUSE

WASHINGTON

June 14, 1972

MEMORANDUM FOR: JOHN DEAN

FROM: DAVID WILSON

SUBJECT: Democratic National Convention Program

I have perused the attached copy of the official program for the Democratic National Convention and find nothing of particular interest for us. However, three of the ads are noteworthy:

1. ITT appears to have the largest amount of advertising in the program using three full pages for ads for ITT, Sheraton Hotels, and Palm Coast (pages 229, 174, and 201 respectively).

2. The Loeb Rhoades ad on page 147 which states that "good citizenship is everybody's business" is rather humorous in light of the recent allegations that Loeb violated the Federal Election Campaign Act.

3. On page 42, National Airlines has one of their sexist ads ("Fly Jo") which should cause consternation to all the women lib types at the convention.

N.B. —

I think this week's cover of Life Mag. is sexy, but don't find Jo all that sexy!