

GOP representatives to the General Assembly could provide briefings on State issues. Congressmen Gude, Mathias and Morton could address the leadership council on national problems, while local leaders, like Baltimore's Mayor McKeldin, Montgomery County Council President David Scull and Anne Arundel County Executive Joseph Alton could explain local matters.

Party organization and objectives would be developed by local, State and national Party administrators. Finally, participation would be expected as an integral part of leadership training. Personal responsibility and imaginative contribution to Party efforts in registration, fund raising and election campaigns would be expected of trainees.

*Five:* Fund raising efforts must be redefined and revitalized. Annual giving campaigns must be promoted to sustain the Party's war chest so that registration drives as well as election campaigns may be well financed. It cannot be emphasized enough that until we can have broad based support we cannot have a complete victory. Further, until the Party can provide sufficient funds to defray individual campaign expenses, we will not be able to entice a sufficient number of the candidates we want to venture into the political fray.

Today, essential reliance on mass media requires major investment. Potential candidates, recognizing that they must devote all their time and energy to political campaigning, often do not feel that it is fair to their families to invest earnings or deplete personal savings as well. We cannot condemn those who decide not to stand for election from a sense of financial responsibility, but we can encourage them by eliminating the pressures of major financial burdens. A considerable Party fund is essential to provide this incentive.

*Six:* The last and most important point. We must field qualitatively superior candidates. Success is the best proof of this objective. Many bright, attractive and vigorous Republican candidates campaigned for local office in 1966 — and won that office in spite of the overwhelming Democratic registration and the overwhelming political tendency to vote a straight Party-line at the bottom of the ballot.

These outstanding personalities have proven the old merchandising cliché — build a better mouse trap and the world will beat a path to your door. Winning candidates motivate registration, too. As voters find that they are increasingly and constantly pulling Republican levers, they will be compelled to reason that their participation in a Republican primary will be more advantageous — only then, at long last, we shall realize the two-party State!