

Richard Nixon Presidential Library
White House Special Files Collection
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
62	24	n.d.	Other Document	Notecard. Contact information for Jack J. O'Leary. 1pg.
62	24	06/29/1962	Memo	H.R. Haldeman to Al Moscow. Re: Rose Wood's attached file on Vanita McDermid; request to call McDermid and report. 2pp. w/ attachments
62	24	05/10/1962	Memo	H.R. Haldeman to Richard Nixon. Re: Attached correspondence from Ken McCormick. 1pg.
62	24	04/23/1962	Memo	H.R. Haldeman to Al Moscow. Re: Book promotion. 1pg.
62	24	04/23/1962	Memo	H.R. Haldeman to Bob Finch. Re: Book promotion. 1pg.
62	24	03/21/1962	Letter	H.R. Haldeman to Richard O'Connor. Re: Acknowledgment of letters about the book; update of contact information. 2pp. w/ attachments.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
62	24	04/16/1962	Memo	H.R. Haldeman to RHF. Re: RN Book Program. 1pg.
62	24	03/22/1962	Letter	H.R. Haldeman to Richard R. St. Johns. Re: Thanks for suggestion regarding autographed copies of the book. 2pp.
62	24	03/12/1962	Memo	H.R. Haldeman to Loie Gaunt. Re: Lists for selecting people to receive RN autographed CRISES. 2pp. w/ attachments
62	24	03/09/1962	Memo	H.R. Haldeman to Richard Nixon. Re: Book-of-the-Month Club. 5pp.
62	24	02/27/1962	Memo	H.R. Haldeman to Chuck Lichenstein. Cc: Sophie Telfer. Re: Book-of-the-Month Club. 1pg.
62	24	02/27/1962	Memo	H.R. Haldeman to Carol Arth. Re: Letters to Book-of-the-Month Club. 1pg.
62	24	02/29/1962	Memo	H.R. Haldeman to Rose Mary Woods. Re: Book Store Lists. 1pg.

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62	24	02/27/1962	Letter	H.R. Haldeman to Ken McCormick. Re: Acknowledgment of letter of 23rd enclosing book store lists. 2pp. w/ attachments
62	24	02/23/1962	Letter	H.R. Haldeman to Richard O'Connor. Re: Acknowledgment of suggestions on book promotion. 2pp. w/ attachments
62	24	02/23/1962	Letter	H.R. Haldeman to Robert A. Carter. Cc: Rose Mary Woods. Re: Response to inquiry of books to be autographed by RN. 1pg.
62	24	02/14/1962	Letter	Draft of telegram. H.R. Haldeman to Ken McCormick. Re: Impossibility of RN speech to American Booksellers Convention on June 4th date. 2pp.

Jack J. O'Leary
2612 Boulder Road
Altadena, California

Sycamore 8-2965

Doubleday Regl Mgr

Al Moscow

6-29-62

Bob Haldeman

Mrs. Vanita McDermid

Al -

Attached is Rose Wood's file on Mrs. McDermid. Will you please follow through, call Mrs. McDermid, and let me have a report?

Many thanks.

INTER-OFFICE MEMORANDUM

N i x o n f o r G o v e r n o r

To: **Bob Haldeman**

Date: **June 28, 1962**

From: **Rose Mary Woods**

Subject: **Attached correspondence - Mrs. Vanita McDermid**

Distribution:

 Please note Mrs. McDermid's letter and our reply.
Since Al Moscow worked on the book why don't we have him
call her and discuss this with Mrs. McDermid.

RN

5-10-62

Bob Haldeman

attached correspondence from Ken McCormick

I have done some checking and can find no evidence of right wing Republicans in this area swinging punches at the book.

As you know, Al Moscow has a project under way for supplying the book to Republican leaders and urging them to promote it.

File:
X X
X
1300K
date
RN News file

Al Moscow

4-23-62

Bob Haldeman

Book Promotion

As I am sure you know, RN is counting on you to ride
Doubleday hard on book promotion, especially in the Los Angeles
area.

I think O'Leary should be challenged on why the book is
not in No. 1 position in Los Angeles, and find out what they are
doing to get it there.

I think you will find Adele Rogers St. Johns helpful in
building book promotion since she has just returned from doing
this in Chicago.

✓
File: Cand. - Book Promo.
x Moscow Memo file
x date

Bob Finch

4-23-62

Bob Haldeman

Book Promotion

You are still on the hook for handling the project of getting some prominent leaders to start a campaign of buying and distributing 25 copies of RN's book, and urging others to do the same.

RN suggests that a good list to start this with would be those to whom he has already sent free copies of the book.

✓ File: Cand. - Book Promo.
x - RHF memo file
x - date

March 21, 1963

Mr. Richard O'Connor
Advertising Assistant
Doubleday & Company, Inc.
Garden City, L. I., N. Y.

Dear Mr. O'Connor:

I have received your envelope
containing the letters about the book. Thanks
for forwarding them.

Incidentally, will you please change
your records and show my address as above?

Best regards.

Sincerely,

H. R. Haldeman

File: Cand. - Book
x - O
x - chron.

DW

ack + Hank
+ Chg address

In Replying Refer to:

March 12, 1962

Mr. H. R. Haldeman
J. Walter Thompson Company
6505 Wilshire Boulevard
Los Angeles 48, California

Dear Mr. Haldeman:

This is for your attention. I will be sending more.

Yours sincerely,

DOUBLEDAY & COMPANY, Inc.

Richard O'Connor

Richard O'Connor
Advertising Assistant

ROC:lc

RHF

4-16-62

Bob Haldeman

RN Book program.

You agreed at a meeting in RN's office to contact Jim Murphy and possibly Nate Jacobs regarding a program of quantity purchases of RN's book for distribution to friends, combined with letters on a personal basis from these people, in turn, to as many as possible, urging them to buy books and to write a number of friends along the same line.

File: Cand. - Book Promotion
x - RHF
x - date

March 22, 1962

Dear Dick:

**Thanks for your suggestion
regarding autographed copies of the book.**

**You will be pleased to know
that RN has been busily engaged in this
specific pursuit for several weeks.**

**What is the saying about great
minds etc. ?**

Best regards.

Sincerely,

H. R. Haldeman

**Mr. Richard R. St. Johns
O'Melveny & Myers
433 South Spring Street
Los Angeles, California**

file: Cand. - Book

x - S

x - chron.

dict

M E M O R A N D U M

Date: March 19, 1962
To: RICHARD M. NIXON
From: RICHARD R. ST. JOHNS
Subject: Autographed copies of books.

In connection with copies of the book now on sale, some other authors have gotten an awful lot of mileage out of sending personally autographed copies to a selected list of commentators, together with a note saying "herewith a copy of my book for your library", etc. It seems to me this would be a good idea, especially in connection with local radio and television people, such as Baxter Ward, Putnam, et al.

R.R.St.J.

RRStJ: jc
cc: Bob Haldeman

Loie Gaunt

3-12-62

Bob Haldeman

Lists for selecting people to receive RN autographed CRISES

The California list for RN autographed "Crises" looks OK to me.

I wondered about adding the new Nixon County Chairmen, the Northern and Southern Vice Chairmen, and other campaign leaders, but I guess this is probably going too far. If we don't add these people, I don't think we should add the GOP County Chairmen or Party hierarchy other than the four you already have.

One possible exception might be the addition of Ruth Watson.

As far as crossing any names off your list, I don't feel qualified to do so, and trust Finch and RN will take care of that.

File: Candidate - Book ✓
x - Mailing _ Memos to Loie
x - Chron.

Nixon for Governor

Memo to GO
to be organized
added
county chairmen
3/7/62

To: Bob Haldeman

From: Loie Gaunt *LG*

Subject: lists for selecting people to receive RN autographed CRISES

Distribution:

attached are your copies of the lists; started out using the various categories RN originally suggested; ran into lots of problems of trying to avoid duplications, and deciding where to draw the line in the various categories, and have tried to err on side of too many rather than too few, as a starting point for selections.

could you please give special attention to the California lists; my knowledge of who's what now in the State too limited to include the ones who should probably be considered; also I need guidance before can proceed in the California publishers area.

RN has originals of these lists, and Bob Finch has copies.

Have done nothing on California Legislators, County Chairman or Party hierarchy, with exception of Pat Hitt, Joe Martin and Cap Weinberger and John Krehbiel.

Confidential

RN

3-9-62

Bob Haldeman

Book-of-the-Month Club

Per your request, Chuck Lichenstein has reviewed Book-of-the-Month Club selections and personnel, and it is his feeling and mine that there is not enough evidence of pro-liberal or anti-conservative bias to give us the basis for any positive action.

CML: 8 March 1962

MEMORANDUM FOR Bob Haldeman

re Book-of-the-Month Club and "Conservative" Selections
(RH memo to CML, 27 February 1962)

(1) Either I spoke too soon or too loosely if the impression I gave RN (in a very offhand conversation a longtime back) was that Book-of-the-Month was, demonstrably, positively and deliberately pro-liberal and anti-conservative -- or that it had any particular political viewpoint. In any case, having gone back over the selections, alternates, and the special recommendations of the past 12-to-18 months, I find that these are about the most forceful conclusions I can come to:

(a) The basic fact is that very few BOTM selections are political at all. The emphasis is on fiction. The secondary-emphasis is on non-fiction of the biography-memoir-popular-history variety (as, e.g., Schorer on Sinclair Lewis, Freuchen's Book of the Eskimo, Lord's The Good Years).

Or else it is on non-fiction that is "about" politics but takes no special position -- as, e.g., Sandburg's Lincoln, Catton's Coming Fury, Ryan's Second Longest Day. A slanted point-of-view may well be built-into such books, but it would be all but impossible to prove without writing another book of textual criticism.

(b) On the rare odd occasion when BOTM does recommend or select an avowedly political book with an open political position -- it sure inclines to be what most anyone would consider "liberal". Thus: the White book on 1960 Election; all of Schlesinger, Jr.'s Age of FDR volumes; Galbraith on Affluence; Gunther's return to Europe's soft-headed insides; Shirer on the Nazis (with its definition of Germany as the "ancient enemy"); JFK's own masterpiece on Courage (despite its seeming balance between Dems and Reps and just plain statesmen).

(c) And the Club sure does NOT recommend that rare "conservative" volume that comes down the pike. The difficulty here, of course, is that there are very few of these; that they can usually be written off as too specialized (studies of Communism by Strausz-Hupe and Burnham), too deep (economic analysis by Hazlitt and Chamberlain); or too partisan (Goldwater, Buckley, even DeToledano); and that we are thus left with but a handful of possibilities. BOTM has recommended the J. Edgar Hoover Masters of Deceit and the Overstreet volumes on Communism. Beyond that, however, nothing that can possibly be twisted to fit the definition "conservative in orientation" has lately turned up on the list.

(2) Thus, there is a pattern here, and some strong hints, but in my view no grounds for a really solid "case". Innuendo, yes; proof, no. And as for the selection committee, the public "fronts" are all eminently respectable -- Henry Seidel Canby, Dorothy Fischer, Harry Scherman, Clifton Fadiman, J.P. Marquand have been some of the big names -- and BOTM doesn't tell us what second-level staffers actually do the picking and choosing. This, of course, is where the decision really gets made, in all but the very few cases of books that just about choose themselves (e.g., Gunther, Kennan, Catton).

(3) Should I go on with this? Go deeper? If so, in what specific direction? I hesitate to do further research without further instructions -- even assuming that there are research materials available (short of reading and analyzing all Club selections for the last ten years and/or busting into their confidential intra-office files).

Chuck Lichenstein

2-27-62

Bob Haldeman

Book-of-the-Month Club

cc: Sophie Telfer

RN mentioned that you had pointed out to him the Book-of-the-Month Club has never, in recent years, selected a book written by a conservative author.

He asked that you check this in more detail and that you summarize all of the Book-of-the-Month Club selections over the last several years by authors of non-political shading.

He also is particularly interested in as long a list as possible of books selected by the Club which are definitely favorable to the Democratic side.

Will you also please get the names of the members of the Selection Board and have all of their records checked against the Un-American Activities file.

We plan to use this material in some letter writing activity and so would appreciate having it in as much detail as possible by March 15th.

File: Candidate - Book ✓
x - Research
x - Follow-up
x - Chron.

Carol Arth

2-27-62

Bob Haldeman

Letters to Book-of-the-Month Club

~~CONFIDENTIAL~~

We are contemplating a letter blast to the Book-of-the-Month Club, questioning their failure to select RN's book.

I have asked Chuck Lichenstein to provide me with some factual material regarding the pattern of Book-of-the-Month Club selections.

We will do nothing until after publication date (March 28th), but should be prepared to move quickly at that time.

I will have Lichenstein's material by March 15th.

File: - Cand. - Book Prom. ✓

x - Arth

x - Chron.

Rose Mary Woods

2-29-62

Bob Haldeman

Book Store Lists

Attached is the list of book stores which report to the New York Times and Herald Tribune. RN intended to direct purchases of 1,000 copies of the book to these stores.

Has he discussed with you the method of handling this?

File: Candidate - Book Promotion ✓

x - Wood

x - Chron. - follow-up

February 27, 1962

Dear Ken:

**Many thanks for your letter
of February 23rd.**

**We appreciate having the
book store lists and will see that the purchases
are properly spread.**

Best regards.

Sincerely,

H. R. Haldeman

**Mr. Ken McCormick
Doubleday & Company, Inc.
575 Madison Avenue
New York 22, New York**

File: Candidate - Book Promotion ✓

x - McC

x - Chron.



February 23, 1962

Dear Bob:

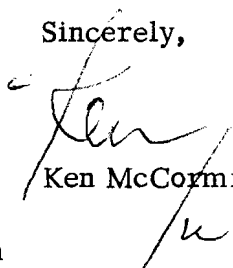
I'm delighted to have your February 9th letter, and since to have had a phone call from Jack O'Leary reporting on a session you and he had fixing auto-graphing dates. I think it's a wonderful idea to have put this on a 1000-books-no-return basis, because this eliminates the hard feelings on the part of those who simply couldn't live up to that kind of a standard.

You have asked for a list of the stores which report to the Best Seller lists. The Times keeps a pretty close wrap on this information, but attached is a list of what we think the stores are, to the best of our knowledge. Attached also is the list from the Herald-Tribune's Book Review Section of February 25th, 1962.

You'll remember that Mr. Nixon wanted to spread his purchases of 1000 copies among these stores.

My best.

Sincerely,



Ken McCormick

Mr. H. R. Haldeman
3908 Wilshire Boulevard
Los Angeles 5, California

KMcC:le
Encls.

file: Cand. - Book Prom. 1
x - Chron.

February 23, 1962

Mr. Richard O'Connor
Advertising Assistant
Doubleday & Company, Inc.
Garden City, L.I., New York

Dear Mr. O'Connor:

This will acknowledge
and thank you for your letter regarding
current promotion on Mr. Nixon's book.

Your idea of offering
the book to Republican organizations and other
political groups to assist them in fund raising
is an interesting one. However, would you
be good enough to let me know the mechanics
involved in this, i.e. handling sales tax angle,
is a resale license necessary, how would books
be ordered etc.

Many thanks for your
interest and help.

Sincerely,

H. R. Haldeman

In Replying Refer to:

February 8, 1962

Mr. H. R. Haldeman
J. Walter Thompson Company
6505 Wilshire Boulevard
Los Angeles 48, California

Dear Mr. Haldeman:

In reference to the promotion being done currently for Mr. Richard Nixon's book, **SIX CRISES**, we were wondering whether it might be a good idea to offer the book to Republican organizations and other political groups to assist them in fund raising. In such a case they could receive a quantity of books at a discount which they could then resell at full list to their own members or anyone whom they chose. I would like to discuss this further and will appreciate hearing from you.

Thank you very much for your time. I will expect to be hearing from you shortly.

Sincerely yours,

DOUBLEDAY & COMPANY, INC.



Richard O'Connor
Advertising Assistant

ROC:ljc

February 23, 1962

**Mr. Robert A. Carter
Advertising Manager
Doubleday & Company, Inc.
501 Franklin Avenue
Garden City, L.I., N.Y.**

Dear Mr. Carter:

A reply to your inquiry regarding the books to be autographed by Mr. Nixon has been delayed until we resolved how this could best be handled.

Mr. Nixon will definitely take care of these requests and they should, therefore, be directed to Miss Rose Mary Woods in his office. I presume you will send her, at the same time, the cartons for mailing the books direct from here after they have been autographed.

Your letters of January 31st and February 14th with the requests you have on hand have been forwarded to Miss Woods. She will expect to hear from you direct from here out.

Many thanks and kind regards.

Sincerely yours,

H. R. Haldeman

cc: Miss Rose Mary Woods

DAY LETTER 2/14/62

Dear Ken:

RETEL REGRET JUNE 4TH DATE IMPOSSIBLE. THIS IS
PRIMARY ELECTION EVE AND AN OUT OF STATE TRIP
CANNOT POSSIBLY BE PLANNED. RECOGNIZE
IMPORTANCE OF MEETING BUT TIMING MAKES
APPEARANCE IMPOSSIBLE.

Bob Haldeman

(dw)

CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol

WESTERN UNION TELEGRAM

W. P. MARSHALL, PRESIDENT

1201

SYMBOLS

DL=Day Letter

NL=Night Letter

LT=International Letter Telegram

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

LA059

L NA163 PD=FAX NEW YORK NY 13 1121A EST=

H R HALDEMAN=

3908 WILSHIRE BLVD LOSA=

*Tell him no
1962 FEB 13
note before
election*

=DEAR BOB: URGENTLY NEED KNOW WHETHER VICE PRESIDENT NIXON CAN SPEAK MONDAY EVENING JUNE 4TH, INTERNATIONAL NIGHT OF AMERICAN BOOKSELLERS CONVENTION, WASHINGTON DC, 8:30PM SHOREHAM HOTEL

9 SHORT SPEECH AND RECEPTION. AUDIENCE IS LEADING BOOKSELLERS OF UNITED STATES AND WASHINGTON DIGNITARIES. MR NIXON CAN INVITE LIST OF PEOPLE HE'D

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

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LIKE. OTHER SPEAKERS OTHER YEARS HAVE BEEN HARRY S.
TRUMAN, JUSTICE DOUGLAS, CHESTER BOWLES IN POLITICAL
FIELD

I HIGHLY RECOMMEND THIS DATE BUT NEED EARLY
CONFIRMATION BECAUSE OF THEIR PROGRAM. SINCERELY=

KEN MCCORMICK DOUBLEDAY 575 MADISON NEW
YORK CITY.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE