

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	25	01/31/1962	Letter	Robert A. Carter to H.R. Haldeman. Re: Request for autographed copies of book and instructions for future cases. Includes Haldeman handwritten note on page. 1pg.
62	25	02/09/1962	Letter	H.R. Haldeman to Ken McCormick. Re: Scheduling of future meetings. 2pp.
62	25	02/09/1962	Memo	H.R. Haldeman to Richard Nixon. Re: Meeting with Ken McCormick - Doubleday & Co. 1pg.
62	25	01/29/1962	Letter	Penny Phelps to H.R. Haldeman. Re: Enclosing copies of correspondence about RN's proposed date with Women's National Press Club. 1pg.
62	25	12/12/1961	Letter	Ken McCormick to Richard Nixon. Re: Enclosing letter from Bonnie Angelo, President of Women's National Press Club; scheduling a date to speak to them. 2pp.
62	25	02/01/1962	Letter	H.R. Haldeman to Maxcy Callahan. Cc: Ruth Watson. Re: Acknowledgment of suggestion of autograph party at the "White House" (San Francisco, Ca.) 2pp. w/ attachments.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
62	25	01/09/1962	Memo	Richard R. St. Johns to Richard Nixon. Re: Second newspaper syndication rights. 4pp. w/ attachments
62	25	01/15/1962	Letter	H.R. Haldeman to Richard R. St. Johns. Re: Scheduling book autographing sessions. 3pp. w/ attachments.
62	25	11/16/1961	Letter	Ursula Sommer to H.R. Haldeman. Re: Enclosing letter concerning technical side of Nixon mailing campaign. 1pg.
62	25	11/10/1961	Letter	For H.R. Haldeman. Copy of letter from Lee H. Simmons to Dean Borton. Re: Technical aspects of Nixon mailing campaign. 2pp.



RMW

*What should  
we do with these!*

January 31, 1962

*There'll probly be  
thousands.*

Dear Mr. Haldeman:

I'm writing you because we have had a special request in answer to our mailing to the 5,000 names from Mr. Nixon's personal list.

A Mrs. Raymond Pitcairn of Glencairn, Bryn Athyn, Pennsylvania wrote asking if it would be possible to order twenty-five copies, only one of which was to be autographed. The special request she made was that this single copy be personally autographed. I wrote back stating that I would certainly pass the request on but implying because of the demands of Mr. Nixon's time he would probably be unable to sign more than his name to any of the copies we are offering.

I have heard again from Mrs. Pitcairn who referred to a note she had received a short time ago from Mr. Nixon. The implication I get from this is that the Pitcairns are personally acquainted with Mr. Nixon.

The request they have made is that their single copy be autographed: "To my friends, Raymond and Mildred Pitcairn, from Richard M. Nixon" - or just "Dick."

While we are not in any way encouraging any specially autographed copies for the terms of this offer I wonder if you would let me know if you feel that Mr. Nixon will be willing to make this particular exception or any other exceptions. If we can definitely assure anyone who inquires that it will not be possible for him to do anymore than just sign his name I am sure that the Pitcairns will understand though they will no doubt naturally be disappointed.

Thank you for your attention to this matter.

Cordially yours,

DOUBLEDAY & COMPANY, INC.

Robert A. Carter  
Advertising Manager

Mr. H. E. Haldeman  
J. Walter Thompson Co.  
6505 Wilshire Boulevard  
Los Angeles 48, California

February 9, 1962

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

Dear Ken:

It was good to see you the other day and I am glad we had the opportunity to run through some specifics on the book. We will work with Jack O'Leary on plans for the promotional activity out here.

I received your wire regarding Dick's appearance in New York or Washington on publication date and will go over this with him as soon as we can get together after his return, and will let you know the decision.

I also have a letter from you dated February 1st regarding Dick's speaking to the American Booksellers' Association Convention in Washington. I very much doubt there will be any possibility of this appearance since our primary election is on June 5th and Dick of course could not be out of the state immediately prior to or on that date. I also think it is unlikely he would be able to come east the next day, but I'll check this.

Best regards.

Sincerely,

H. R. Haldeman

File: Cand. - Bk. Prom.

x - McC

x - Chron.



February 1, 1962

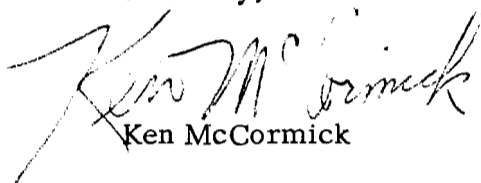
Dear Mr. Haldeman:

Would you please give careful thought to the possibility of Mr. Nixon's speaking to the American Booksellers Association Convention some time during the period of June 3rd to June 6th in Washington?

This is a very articulate group, and I hardly need tell you that, where the book is concerned, it would make a terrific difference.

The American Booksellers Association has two different dinners, at either one of which they'd love to have Mr. Nixon, so in that case we're talking about the 5th or the 6th.

Sincerely,



Ken McCormick

Mr. Robert Haldeman  
J. Walter Thompson  
6505 Wilshire Boulevard  
Los Angeles 48, California

KMcC:le

Bob Haldeman

Meeting with Ken McCormick - Doubleday & Co.

McCormick advises he can ship the 150 to 200 early copies of the book which you want for personal mailing anytime after February 10th. These will be sold to you direct from Doubleday at the 50% author's discount, but will be credited as book store sales at all 30 Doubleday outlets, and therefore will be included on best seller list counts.

McCormick is very concerned that you do not send these copies out to publishers etc. until this has been cleared with LIFE. They are very worried about early release of the book prior to their publication.

McCormick suggests that you ship your mailing on March 15th with a line in your letter asking the recipient to withhold comment publicly until March 29th, and thus observe the publication date.

These copies should be ordered directly from McCormick and he will send the required number together with individual shipping cartons for your use.

I covered with McCormick your disappointment with the promotional activity and the Literary Guild's offer, and he assures me they will step up the volume of promotion. He points out, and validly so, that too much promotion prior to availability of the book for purchase is not wise. He felt the Literary Guild's offer should have been accepted for "prestige" reasons, but did not strongly argue this point.

They have no reactions from reviewers as yet, and would not expect to get them for awhile.

He recommends a letter from you to Seth Agnew, head of the Doubleday Production Control Department, 575 Madison Avenue, commending him for their extraordinary accomplishment in producing the finished book in such short time.

DOUBLEDAY & COMPANY, INC., 575 MADISON AVENUE, NEW YORK 22



MURRAY HILL 8-5300

January 29, 1962

Dear Mr. Haldeman:

Enclosed are copies of the correspondence about Mr. Nixon's proposed date with the Women's National Press Club. I believe Mr. St. Johns discussed this with Mr. McCormick during his recent visit to New York.

Sincerely,

*Penny Phelps*

Penny Phelps  
Secretary to  
Ken McCormick

Mr. Robert Haldeman  
J. Walter Thompson Agency  
6505 Wilshire Boulevard  
Los Angeles 48, California

December 12th, 1961

Dear Dick:

Enclosed is a copy of a letter I received yesterday from Bonnie Angelo, President of the Women's National Press Club in Washington. I've talked this matter over with our publicity people, and the feeling is that if you could keep this date, it would be tremendously effective as a kick-off on pub date to national publicity for the book. I should think that we would be talking about late March or early April. I hope you'll give serious thought to their suggestion. It meets the approval of everyone responsible for this sort of activity at Doubleday.

If you'd also want to come to New York for a day, we could make good use of your time; but if you had to choose between one day in Washington or one day in New York, it seems to us that this day in Washington could be the most effective.

Very best to you.

Sincerely,

Ken McCormick

Mr. Richard Nixon  
Adams Duque and Hazeltine  
1035 Pacific Mutual Building  
523 West 6th Street  
Los Angeles 14  
California

KMcC:smb  
encl. 1



Women's National Press Club

1204 NATIONAL PRESS BUILDING

WASHINGTON 4, D. C.

Telephone EXecutive 3-3417

Office of the  
President

December 6th, 1961

Dear Mr. McCormick,

The Women's National Press Club is indebted to Doubleday's Washington representative, Evelyn Metzger, a long-time member of our organization, for an excellent suggestion.

We would like very much to help launch former Vice President Nixon's forthcoming book at a big publication-day celebration in Washington. We have in mind a luncheon which would be open to all Washington correspondents and would be attended by many VIP guests. Mr. Nixon would be free to speak on the topic of his choice, followed by a question period. If an afternoon cocktail reception would be preferable, that also would be fine with us.

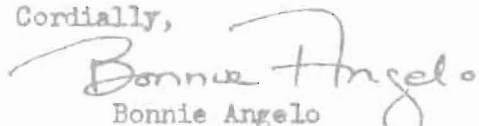
And of course we would want Mrs. Nixon at the head table to share the honors of his new venture.

Our first thought was to approach Mr. Nixon directly, but Mrs. Metzger advised that since you are in constant touch with Mr. Nixon, the invitation might best be extended by you.

We shall keep our March schedule flexible, waiting to hear from you and Mr. Nixon.

Thank you very much for your help,

Cordially,

  
Bonnie Angelo  
President  
(Newsday)

Mr. Ken McCormick,  
c/o Doubleday and Company, Inc.,  
575 Madison Avenue  
New York 22, N. Y.

February 1, 1962

Mrs. Marcy Callahan  
Buyer, Book Department  
The White House  
San Francisco 8, California

Dear Mrs. Callahan:

Thank you very much indeed for your letter of January 29. Although I cannot at this time discuss definite plans in connection with publication of Mr. Nixon's book, he will appreciate, as do I, your thoughtful suggestion of an autograph party and reception at The White House. It will be passed along to those immediately concerned with this phase of programming.

Meantime, please know we are very grateful for your thoughtfulness in writing us. If it appears possible to work something out along the lines you have suggested, we will certainly contact you.

Sincerely,

H. R. Haldeman

HRH:dw

cc: Ruth Watson

✓ File: Candidate - Book Promotion

x - Callahan

x - Chron.

*The White House*

SAN FRANCISCO 8, CALIFORNIA

January 29, 1962

Mr. Robert Haldeman  
Nixon-For-Governor-Committee  
3908 Wilshire Blvd.  
Los Angeles, Calif.

Dear Sir;

It has been suggested by Mrs. Ruth Watson that I contact you in regards to an autograph party and reception for Vice President Richard Nixon, upon the publication of his new book "Six Crises".

The date, time and other arrangements can be determined at a later period, as the books are available.

Of course, my store would be most happy to fit all arrangements into the Vice President's busy schedule.

Thank you for your attention.

Sincerely,

*Maxey Callahan*  
Mrs. Maxey Callahan  
Buyer, Book Dept.

MC cj

*RN book file*

M E M O R A N D U M

Date: January 9, 1962  
To: RICHARD M. NIXON  
From: RICHARD R. ST. JOHNS  
Subject: Second newspaper syndication rights.

I am attaching hereto a copy of the agreement between Doubleday and King Features in connection with the syndication rights on the book. You will note that this does not contain any restriction against your doing other newspaper articles at the time that this is running. However, I think we ought to keep in mind that if this is running permanently in newspapers throughout the country for some weeks following the initial publication of the book, that that would probably not be a good time to hit with additional articles or other material for the papers. This is a matter of business and not of legal contract.

I am not terribly happy with the deal on two facets: first, \$5,000 for the Hearst papers is very low, but I told them to be good to Mr. Hearst and they

were. Secondly, there is no advance provided which again I told them you didn't want per conversations with Loie.

If you have any questions, please don't hesitate to call me.

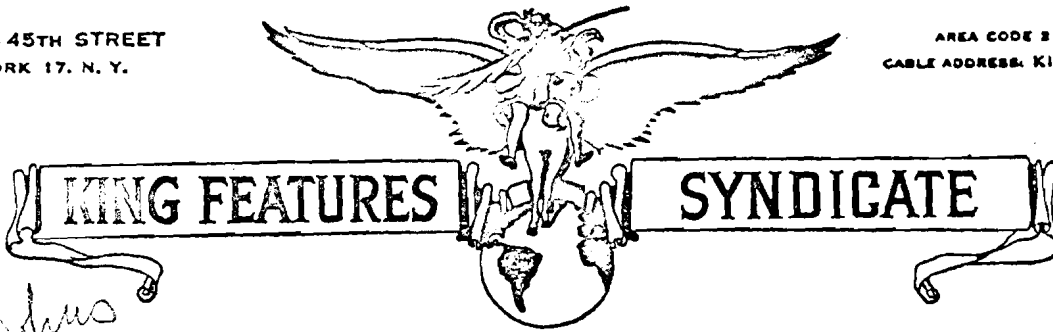
R.R.St.J.

RRStJ:jc  
Encl.

cc: Robert Haldeman

235 EAST 45TH STREET  
NEW YORK 17, N. Y.

AREA CODE 212 - MU 2-8600  
CABLE ADDRESS: KINGBYN, NEW YORK



*For Mr. J. J. Jones*

December 14, 1961

Doubleday & Co., Inc.  
575 Madison Avenue,  
New York 22, New York

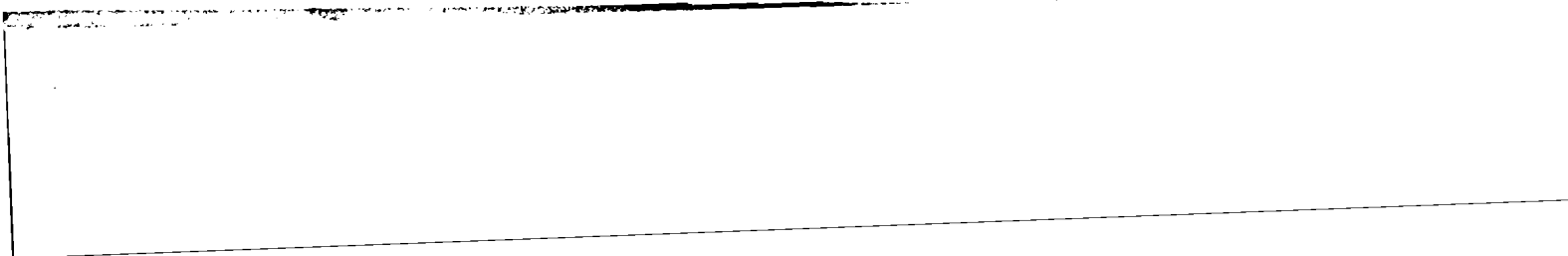
Dear Sirs:

This will confirm our agreement in regard to newspaper syndication of the contents of the book **SIX CRISES**, by Richard Nixon, as published by you.

You hereby grant to The Hearst Corporation (King Features Syndicate Division), hereinafter referred to as Syndicate, the sole and exclusive newspaper syndication and newspaper publication rights throughout the United States, its territories, possessions, and the Dominion of Canada, and newspaper syndication and newspaper publication rights in any language throughout the remainder of the world, under terms and conditions hereinafter specified. However, it is understood that newspaper publication shall not begin earlier than the first Sunday after publication of the book or the issuance of the final installment of the serialization of excerpts from the book in Life Magazine, whichever is the later of these two dates.

You guarantee and warrant that you control all newspaper publication rights to said work in the above described geographical areas, and that you have the full right and power to enter into this agreement and to make the grant herein made, and that no grant which is in conflict with, or which in any wise impairs the rights herein granted to Syndicate has hitherto been made and that no grant will hereafter be made by you which conflicts or which in any wise impairs the Syndicate's rights hereunder.

Syndicate is granted the right to determine the number and length of installments in which newspapers will be authorized to publish excerpts from the book one time. However, it is agreed that the extracts made from the book by Syndicate will not exceed approximately 50,000 words.



Doubleday & Co., Inc.

December 14, 1961

Syndicate is granted the right to quote portions of the book's text in trade advertising or other normal media of promotion.

Syndicate agrees to require the Hearst newspapers to pay a minimum of \$5,000 for the right to publish the Syndicate's serialization in the respective territories of the Hearst papers, and agrees that the whole of this amount without deductions, shall be paid to Doubleday & Co., Inc., on or about the publication date of the book.

Syndicate agrees that you shall receive Fifty Percent (50%) of Syndicate's gross cash collections from Syndicate's sales or licensing of publication rights to newspapers other than the Hearst newspapers in the United States, and Fifty Percent (50%) of the gross cash collections from Syndicate's sales or licensing of publication rights outside the United States, after first deducting any commission to foreign agents.

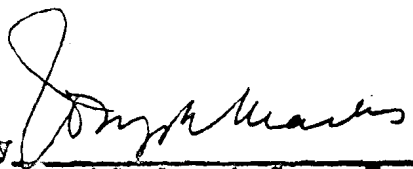
Syndicate agrees to send you on or about the 20th of each month during the term of this agreement (including the month following the term) a statement showing the total cash actually collected from the sale or license of rights granted under this agreement up to the last day of the preceding month, each such statement to be accompanied by a check for the aforesaid percentage of such cash, if any, actually so collected, that may be due you.

It is agreed that the Syndicate must append to each installment, as furnished by the Syndicate for publication, the following credit and copyright: Copyright © 1962, by Richard Nixon. From the book, SIX CRISES, published by Doubleday & Co., Inc. Distributed by King Features Syndicate.

You agree that the term of this agreement shall be for a period of three (3) years, beginning December 15, 1961 and terminating December 14, 1964, and to continue thereafter indefinitely unless ninety (90) days' notice in writing shall be given to either party to the other of intention to terminate the agreement.

Your signature on the line indicated below will constitute a binding agreement between us.

Accepted:

By   
Doubleday & Co., Inc.  
*Victor K. Marks*

Sincerely,  
THE HEARST CORPORATION  
(King Features Syndicate Division)

By Frank C. McLearn  
Resident Vice-President

January 15, 1962

Mr. Richard R. St. Johns  
O'Melveny & Myers  
433 South Spring Street  
Los Angeles 13, California

Dear Dick:

In connection with the book autographing sessions, it would seem to me you should pull the information together from the regional sales manager for California, find out exactly what is involved on the tentative dates suggested, and then get the composite picture to me as quickly as possible. We can then clear it with the Schedule set-up and see what can be worked out.

Initially, however, why not keep it in your hands until all facts are ready to be cleared here and with the Schedule? Since March and April dates are now being set up, time is important.

Best regards.

Sincerely,

H. R. Haldeman

File: ✓ Candidate - Book Prom.

x - St. Johns

x - C





January 5th, 1962

Dear Dick:

You asked me to have our regional sales manager for California pick possible autographing dates for Dick's SIX CRISES. He suggests as tentative:

- (1) Los Angeles - Wednesday, March 28th; (3) Whittier - Thursday, April 5th.  
(2) San Francisco - Tuesday, April 3rd; (4) Sacramento - Wednesday, April 11th.  
This is all conditioned on the pub date in late March or early April.

All of the manuscript is in and magnificent. I'm very, very happy about the book. This is a big and important book, and has been worth all of the time that it has taken out of Dick's busy year to complete it. I'm sure you'll agree.

This book really should be dedicated to your mother because there is no question that she convinced Dick that he should write it, and there is not a doubt in my mind that the reason I got into the picture was her generous recommendation of me to him.

I hope life is great and good for you in 1962.

Very best personal wishes.

Sincerely,

Ken McCormick

Mr. Richard R. St. Johns  
O'Melveny & Myers  
433 South Spring Street  
Los Angeles 13, California

KMcC:smb

DOUBLEDAY & COMPANY, INC., 575 MADISON AVENUE, NEW YORK 22



MURRAY HILL 8-5300

November 16, 1961

*Helley*  
*Set up a file  
for Nixon Book  
- promotion*

Dear Mr. Haldeman:

I'm enclosing for your records a copy of a letter from our advertising department to the Dean Borton Associates about the technical side of the Nixon mailing campaign.

Sincerely,

*Ursula Sommer*

Ursula Sommer  
Assistant to  
Ken McCormick

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

US/ww  
Enc.

For Mr. Haldermann

November 10, 1961

Mr. Dean Borton  
Dean Borton Associates  
Suite 705  
315 West Ninth Street  
Los Angeles 14, California

Dear Mr. Borton:

It was good talking to you by telephone yesterday, and I thought it might be worthwhile to confirm immediately by letter what our procedure will be on our mailing to Mr. Nixon's lists.

First of all, we will rush through a test mailing of 5,000 - a geographical selection of 1% of the total list. Within the next three weeks, you can expect to receive from us 1) 5,000 8½" x 11" letters ready for folding and inserting, 2) 5,000 8½" x 3½" business reply cards, and 3) 5,000 #10 envelopes imprinted as follows:

Upper Left (Suite 705  
(315 West Ninth Street  
(Los Angeles 14, California

Boxed, Upper Right (Bulk Rate  
(U.S. Postage  
(Paid  
(Permit No. 23105  
(Los Angeles, California

If you will let me know immediately if you want to include on this envelope "Form 3547 Requested", we will be happy to have the envelope so prepared.

Approximately three weeks from the date of your mailing of these 5,000 pieces, we will be able to tell you whether to proceed with a mailing to the full list of 500,000 names.

Mr. Dean Borton

-2-

November 10, 1961

Mr. Robert A. Smith of our office will contact you regarding preliminary plans for having autographed sheets prepared. Of course, our plans on this must depend on the success of our test mailing, so I don't think that any definite plans for the autographing can be made for the next six weeks.

I shall expect to receive your bill for postage, addressing, and inserting expenses as soon as the first mailing of 5,000 is completed.

Sincerely yours,

DOUBLEDAY & COMPANY, INC.

Lee H. Simmons  
Assistant Advertising Manager

LHS/ma

cc: Mr. Robert A. Smith (Mr. Borton's 'phone number in Los Angeles is NA 7-9765)

cc: Mr. Thomas R. Burns  
cc: Mr. Kenneth McCormick  
cc: Mr. Robert A. Carter