

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>
38	14	03/01/1962	Memo	H.R. Haldeman to Edward R. Valentine. Re: Event invitation to Richard Nixon. 1pg.
38	14	03/07/1962	Memo	H.R. Haldeman to Jean Dewey. Re: Offer of assistance. 1pg.
38	14	03/06/1962	Memo	H.R. Haldeman to Charles Farrington Jr. Re: News releases, weekly report mailings, weekly newsletters. 1pg.
38	14	03/06/1962	Memo	H.R. Haldeman to Charles Farrington Jr. Re: Follow-up on enclosed memo. 1pg.
38	14	03/06/1962	Memo	H.R. Haldeman to Research Department. Re; Katherine Wright's Speaker's Bureau presentation "Brown As Attorney General." 1pg.
38	14	03/06/1962	Memo	H.R. Haldeman to Herb Kalmbach. Re: Requirement for keeping records and reporting receipts. 1pg.

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38	14	03/05/1962	Memo	H.R. Haldeman to Arno A. Raessler. Re: offer of assistance. 1pg.
38	14	03/05/1962	Memo	H.R. Haldeman to Bill Spencer. Re: Arno A. Raessler. 1pg.
38	14	03/05/1962	Letter	H.R. Haldeman to George W. Vaughn. Re: Acknowledgment of letter re: campaign strategy; Phil Ray. 1pg.
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38	14	03/05/1962	Letter	H.R. Haldeman to Dudley Thompson. Re: Request for financial statement. 1pg.
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38	14	03/05/1962	Letter	H.R. Haldeman to Paul D. Bagwell. Re: Acknowledgment of letter re: campaign strategy. 2pp.
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38	14	04/30/1962	Memo	H.R. Haldeman to Research Department. Re: News Briefing for Candidate. 1pg.
38	14	04/30/1962	Memo	H.R. Haldeman to Dick Ports, Nick Ruwe, Booth Turner. Re: Campaign transportation; rally invitations. 1pg.

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38	14	03/30/1962	Letter	H.R. Haldeman to John Fair. Re: Acknowledgment of letter re: campaign strategy. 2pp.
38	14	04/30/1962	Letter	H.R. Haldeman to J.E. Walz. Re: Acknowledgment of letter re: campaign strategy. 2pp.
38	14	04/30/1962	Letter	H.R. Haldeman to R.D. Nesen. Re: Acknowledgment of letter. 1pg.
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38	14	04/30/1962	Memo	H.R. Haldeman to John Kalmbach and Dan Waters. Re: Offers of assistance. 1pg.
38	14	04/30/1962	Letter	H.R. Haldeman to W.G. Perrin. Re: California statues re: campaign advertising. 1pg.

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38	14	04/30/1962	Memo	H.R. Haldeman to Loie Gaunt. Re: Joe Hickingbotham. 1pg.
38	14	04/30/1962	Memo	H.R. Haldeman to Herb Kalmbach. Re: Draft of letter for Bill Spencer. 1pg.
38	14	04/30/1962	Memo	H.R. Haldeman to Herb Kalmbach and C. Farrington. Re: San Diego trip of week previous. 1pg.

Edward R. Valentine

3-1-62

Bob Haldeman

Dear Ed -

At the present time at least, Dick is tentatively scheduled to be in the northern part of the state on March 30th, and hence will not be able to attend the Westridge School cornerstone laying ceremony as you suggested.

If his plans should change and he is going to be available here, I'll let you know so that we can work out his participation at Westridge.

File: - Valentine
cc - Schedule
x - chron.

Jean Dewey

3-7-62

Bob Haldeman

Jean:

Pat Hitt recently received a letter from Mrs. Collis P. Moore, National Committeewoman for Oregon, in which she wrote:

"While we were in Palm Desert, I met a San Francisco woman and her husband who were very interested in politics. Her name is Mrs. Lytle Webster Hollingsworth, address: 83 Fortuna Avenue. She has been employed by the telephone company (her husband also) as a trainer of personnel. Only recently has quit working (I gathered on her marriage to Mr. Hollingsworth). He is also anxious to have her do political work. She has a sparkling personality and great enthusiasm....she is especially interested in Mr. Nixon."

Will you follow through, please?

Charles Farrington, Jr.

3-6-62

Bob Haldeman

cc: Herb Kalmbach

We must speed up the issuance of news releases and do some advance planning as to timing so that there will be a steady barrage of releases on everything -- new appointments, committees etc.

We also need to set up a regular weekly report mailing, or at least bi-weekly, to a key list consisting of all of our Nixon Committee Chairmen and Vice Chairmen, Finance Chairman, all members of the top level coordinating committees, P.R. committee etc., and all Nixon County Chairmen, GOP County Chairmen and top GOP officials.

I would guess this list would come to about 200 names.

We should do a weekly letter summarizing what is going on in the campaign, including a summary of RN activities of the past week, the number of people he has seen, spoken to, the number of hands shaken; a report on developments of the Campaign Division; a report on developments in the Contact Division; a run-down on any special activities, i.e. the CRA Convention, Headquarters opening etc.; and a summary of late polls, favorable editorials, exceptional news breaks etc.

In addition, I think we should enclose in the same mailing copies of all news releases for the period covered and copies of excerpts of RN remarks during the period. This will give all of these people a rather bulky bundle which may help somewhat to convince them something is happening.

We of course should also continue our plan of a periodic Nixon Newsletter to our entire list.

File: Farrington - f-u
x - Chron.

Charles Farrington, Jr.

3-6-62

Bob Haldeman

Charlie -

Will you do whatever seems to be in order on this referral by Sandy Quinn. Sandy's memo with comments about Sue Reilly and her letter-resume are attached hereto.

CF - ju

Research Department

3-6-62

Bob Haldeman

Jack Drown left with me, and I am passing along for your files, Katherine Wright's Speaker's Bureau presentation on "Brown as Attorney General" -- and the July 1960 issue of Reader's Digest which carries the article on Paul Ziffren.

Herb Kalmbach

3-6-62

Bob Haldeman

Bob Finch advises that it is essential that the letter outlining legal requirements for keeping records and reporting receipts and expenditures by political committees be sent to all County Chairmen and County Finance Chairmen as quickly as they are appointed and should be in the hands of all these people before filing date.

**File: H. Kalmbach - f-u
x chron.**

C. Farrington, Jr. and Norton Norris

3-5-62

Bob Haldeman

**cc: Dave Henley
Sandy Quian**

It is absolutely essential that we develop a team of "follow-uppers" to speak out on various issues and situations immediately after RN makes statements. This team should consist of leading women, farmers, political leaders, special interest group leaders etc. who will agree to our issuing releases over their names, prepared by us and cleared with them quickly by phone before release.

We have fallen down very badly on this and are losing a tremendous amount of effectiveness of RN's attacks and statements because they have no follow-through or backing from qualified leaders.

This is a project of utmost urgency and importance, and I would like a report on progress by March 12th.

File: ~~Offers~~

x - R

x - chron.
see Bill Spencer file - for referral

March 5, 1962

Mr. Arno A. Raessler
2278 Washington Street
San Francisco, California

Dear Mr. Raessler:

Dick Nixon has shown me your very interesting and generous letter to him. He deeply appreciated your writing him and was especially appreciative of your offer to be of assistance to the campaign organization.

We certainly need the help of loyal supporters like yourself, and in the interest of an early contact with you, I am taking the liberty of asking our Northern California Campaign Manager, Mr. William Spencer, to get in touch with you and discuss the various areas of activity where your fine abilities could be utilized. He will be calling you within a few days.

On behalf of Dick and myself, sincere thanks for your thoughtful letter, and I shall hope for an opportunity to meet you personally later on.

Sincerely,

H. R. Haldeman

cc: Mr. Richard M. Nixon
Mr. William Spencer

Bill Spencer

3-5-62

Bob Haldeman

Arno A. Raessler

Bill -

Attached is Raessler's letter to RN and copy of my acknowledgment. Be sure to follow up promptly on this one. He is a good friend of RN and obviously can be of some help, if properly slotted.

**File: - Spencer
x - No. Calif. Names
x- chron.**

March 5, 1962

Dear George:

Thanks for your note, and for the information about your Kuchel assignment.

Glad too to have your comments on Dick's recent visit and his handling of the San Francisco City College meeting.

About Phil Ray. Would it be appropriate to have Bill Spencer get in touch with him and discuss, at least in a preliminary way, his thoughts and ideas in connection with the campaign? It doesn't appear now that either Dick or I will be back up to San Francisco in the immediate future, and I assume we shouldn't wait too long to contact Ray. Would appreciate your advice on this, George.

Best regards.

Sincerely,

H. R. Haldeman

Mr. George W. Vaughan
550 California Street
San Francisco 4, California

March 5, 1962

Dear Marje:

Thanks very much for your letter of February 19th suggesting Dick Nixon's appearance at the North Park Businessmen's Club annual "Civic Day" luncheon. While I realize the obvious value in this type of session, we are generally avoiding such appearances where RN is not the featured speaker, especially during the intensive campaign period the latter part of April and the month of May.

We also had to turn down the San Diego Teachers Association for March, but are hoping to be able to schedule it later.

We do have to work in some more activity in San Diego County. What we need are some events in the non-downtown areas where we can attract large groups of people to give them a chance to meet RN. In most other parts of the state we have been successful in developing crowds of 500 to 1000 for morning coffee receptions or afternoon tea type receptions. If you have any thoughts on this, I would sure appreciate hearing from you.

Incidentally, how soon are you going to be able to join us?

Best regards.

Sincerely,

H. R. Haldeman

Mrs. Marje Acker
2720 Chatsworth Boulevard
San Diego 6, California

March 5, 1962

Mr. Arthur C. Nielsen, Sr.
A. C. Nielsen Company
2101 Howard Street
Chicago 45, Illinois

Dear Mr. Nielsen:

Mr. Nixon has shown me your letter to him and has also provided me with the charts and graphs which you had forwarded. This type of reporting, I am sure, will be interesting and important to us as time goes on.

It would be very helpful indeed if you could write me in some detail the method and other pertinent facts involved in your operation insofar as the California programming is concerned from here out. We will await further word from you as to how we might possibly utilize or work into our campaign operation the information which you are equipped to supply.

Mr. Nixon was most appreciative of the data you supplied on the Jack Paar show appearance. I have been reviewing it also and find it most interesting.

Many thanks for your help and I will look forward to hearing from you.

Sincerely,

H. R. Haldeman

cc: Mr. Richard N. Nixon

File: Nielsen

x - Chron. ~~_____~~

✓ Kelle

March 5, 1962

Dear Charlie:

Thanks very much for the information on the guy you thought might be able to help us out here.

I have done some checking, and based on all the readings I am able to get, I think we had better steer clear of him for the present.

I'll give you more information when I next see or talk with you.

Best regards.

Sincerely,

H. R. Haldeman

Mr. Charles McWhorter
American Telephone & Telegraph Co.
195 Broadway
New York, New York

Personal

File: McW
x chron.

March 5, 1962

Mr. Woody Ginn
Pacific Outdoor Advertising Co.
995 North Mission Road
Los Angeles 33, California

Dear Woody:

I am sorry I was hard to reach by phone, but am not much harder to get than you are since I tried several times to call you back unsuccessfully.

I appreciate your thought that I might be able to be helpful in reference to a place on the Fish & Game Commission Board for Frank Donant. I can assure you my equity with the current state and national administrations is extremely low and will continue to be so nationally for almost three more years, and in the state for approximately 7-1/2 months. At the termination of that time, let me know if Mr. Donant still needs help and I'll see what I can do.

In the meantime, if he is interested in giving us some help as far as the campaign is concerned in the area of programs relating to Fish & Game and/or organizing others with similar interests into a Nixon Committee, I would be very happy to hear from him.

Best regards.

Sincerely,

H. R. Haldeman

File: G
x chron.

March 5, 1862

Dear Dad:

Could I please have a run-down on the status of our account with you? I know that payments have been made from a number of different sources, and would like to know what jobs since last August have now been paid for and what, if any, are still outstanding.

Sincerely,

H. R. Haldeman

Mr. Dudley Thompson
Facts Consolidated
9171 Wilshire Boulevard
Beverly Hills, California

*See Mr. Special
x - K*

March 5, 1962

Mr. John M. King
President
King-Stevenson Gas & Oil Co.
2200 First National Bank Building
Denver 2, Colorado

Dear Mr. King

Paul Bagwell has indicated that you are interested in helping Mr. Nixon's campaign by donating postage for a special mailing.

Paul has suggested I get in touch with you directly to determine how to handle your donation. It would be appreciated very much indeed if you would let me have your thoughts in this connection. Needless to say, we are very grateful for your generous offer.

Many thanks, and we will await further word from you.

Sincerely,

H. R. Haldeman

(Personal and Confidential)

cc Bagwell

March 5, 1962

Mr. Paul D. Bagwell
President
K-S Funds, Inc.
4072 Penobscot Building
Detroit 26, Michigan

Dear Paul:

They say great minds run in the same channels, which probably explains why your letter of February 26th was received here the same day I was in San Francisco meeting with Ken Favell. I had had a long discussion with him on the telephone earlier, in fact, right after you mentioned him to Dick, but this was our first opportunity to sit down and go into things in detail.

After my long meeting with Favell, he had about an hour's discussion with Dick, and I believe we have arrived at some good starting points for developing a program here in California. Ken feels the situation here is extremely different from what you had in Michigan, but there are still many things we can do to make some progress with rank and file labor.

I certainly appreciate your writing and especially your putting us in touch with Favell. Both Dick and I are convinced he will be able to make a very substantial contribution in terms of both guidance and actual work. As we get some of his ideas pulled together and under way, we will give you a report on progress.

I also very much appreciate the information regarding Mr. King's desire to help, and we will contact him directly.

Mr. Bagwell

2

March 5, 1962

As far as the Letters to California project is concerned, our feeling at this point is that this would be most effective during the fall campaign, and that we should probably delay any intensive activity in this regard until perhaps early September. If you have any other thoughts, please let me know.

Again, thanks so much for your help.

Best regards.

Sincerely,

H. R. Haldeman

File: B
x - F
x - Chron.

March 5, 1962

Dear Joe:

It is my understanding
you are going to follow-up on getting
Henry Untermeyer active in the campaign.

Thanks for sending me
the clipping.

Best regards.

Sincerely,

H. R. Haldeman

Mr. Joseph Martin, Jr.
400 Montgomery Street
San Francisco, California
File: Martin
x - U
x Chron.

Charles Farrington, Jr.

3-5-62

Bob Haldeman

The attached business card was handed to me by RN, and my note on the back indicates "she" wants to work, although the card appears to be a "he".

This came from Pat Nixon, who apparently met the wife at the grocery store. She does commercials and, according to Pat, is "real hot".

Would you please get in touch with her and see if you can figure this one out? Tell her Pat Nixon referred you to her.

File: Farrington - f-u
x chron.

Norton Norris

3-5-62

Bob Haldeman

A gal for whom I used to work in the Research Department of Foote, Cone and Belding is now a school teacher and very anxious to help in the Nixon campaign organizing teachers. Her name is Jean Muff, CL 5-6437.

Will you please contact her and put her to work?

File: Norris - f-u
x - Chron.

John Kalmbach

3-5-62

Bob Haldeman

Bill Ross - Offer to help.

Bill Ross of Lincoln Saving and Loan Association, is available for a substantial amount of help in the campaign.

I met with Roy Crocker, Chairman of the Board, and he told me he would like to make Ross available to us.

I talked briefly with Ross and he is awaiting word from us as to what we want him to do.

Ross is a Vice President of the L. A. Junior Chamber of Commerce, probably in line to be the next President. He has to devote a certain amount of time to Junior Chamber activities, but the balance of his time will be available for the campaign.

Will you please meet with Ross as soon as possible and get him active quickly?

**File: J Kalmbach - referrals
x - chron.**

John Kalmbach

3-5-62

Bob Haldeman

Offer

**I have a good friend and fraternity brother,
Don Phillips, who is extremely anxious to be of help in the
campaign as a volunteer.**

**He is an accountant, quite an intelligent young guy
who could, I think, do an excellent job on a number of assignments.**

**I would appreciate it if you would get in touch
with him at TR 8-1100 and arrange to meet with him to determine
what area he might best fit into, and take maximum advantage of
his time availability.**

File: J Kalmbach - referrals

x - P

x - chron.

Herb Kalmbach

3-5-62

Bob Haldeman

I think we should get out a new staff list, including Northern California personnel. Will you pull this together and issue?

**File: H Kalmbach - f-u
x chron.**

Charles Farrington, Jr.

35/62

Bob Haldeman

Please add Leone Baxter to the release list for all releases put out by this office and the Northern California office.

File: C. Farrington (PR)
x chron.

Charles Farrington, Jr.

3-5-62

Bob Haldeman

RN photos

RN and his family spent most of the afternoon and evening last Friday in photo sessions with Life photographers. It is possible that we will be given the privilege by Life of using any photos they don't select for publication in the magazine. These include formal family and individual portraits, and a tremendous number of candid shots.

As I understand it, all of these are in color, but of course would be suitable for black and white also.

This may solve our campaign photo problem.

I would appreciate your checking with Rose Woods around March 8th to see what progress we are making on clearance. The contact at Life is Ralph Crane, but I think you should work through Rose unless she indicates otherwise.

File: Farrington - f-u
x - chron.

Norton Norris

3-5-62

Bob Haldeman

- (1) While we were in Northern California, I was informed that Dr. Dwight Murray and Dr. John Klein are both prominent doctors who should be on RN's Doctors' Committee. They are both in Northern California, and should either be contacted by our Doctors here, or by our Committee in San Francisco. Will you please follow up?

- (2) Will you also please get in touch with Earl Sun Looie in San Francisco and find out what if any plan Senator Fong has to visit California in the near future. Indicate to Looie that while we don't want Fong to make a special trip here, we would very much like to have some of his time when he is here on other matters so that we can set up some private meetings to get his guidance on kicking off the WIN program.

**File: N Norris - f-u
x - chron.**

Sandy Quinn

3-5-62

Bob Haldeman

RN feels that while you have put together a good file of individual newspapermen he might encounter, you have not accumulated similar information for key people at radio and TV stations.

What is the situation on this?

**File: Quinn - f-u
x - chron.**

Charles Farrington, Jr.

3-5-62

Bob Haldeman

cc: Sammy Sammelman

We need as quickly as possible another piece of literature - probably a single fold, the same size as the present brochure - which outlines in brief paragraphs general RN stand on every issue. Something along the lines of a portion of the Shell brochure is what we have in mind.

Please discuss this with the Research Department and see if you can work it out.

**File: C Farrington - f-a
chron.**

Charles Farrington, Jr.

3-5-62

Bob Haldeman

cc: Herb Kalmbach

Will you please work out with Sandy Quinn and Nick Ruwe as accurate a run-down as possible on the number of people RN has campaigned before since January 1st. The thing to do is to list all of his speaking dates and informal appearances chronologically, and attempt to estimate total attendance in the first column, number of hands shaken in the second column, and an estimate of people who actually heard his speeches in the third column.

From this total run-down, please pull out a summary of Republican events and run a tally on these.

**File: C. Farrington - f-u
x - chron.**

Herb Kalmbach

3-5-62

Bob Haldeman

As a result of a discussion with Bill Spencer, and after reviewing his organization chart, I have the feeling that his approach of emphasizing the volunteer organization on the chart with the staff personnel very much de-emphasized, is better than our method.

Let's take a look at the current chart and see if we can make this shift, and then get it done up finally and officially.

I also think you or John should work closely with Spencer on his field man training program since I think we can derive considerable mutual benefit from cooperation on this.

File: H Kalmbach - follow-up
x - chron.

Mr. J. R. White

3-5-62

Mr. Bob Haldeman

Expenses - Richard M. Quinn

Dear Bob:

I have approved the attached expense report just submitted by Sandy Quinn. The amount of \$266.50 is OK'd for reimbursement.

Rose Mary Woods

3-1-62

Bob Haldeman

Mrs. Raymond Boley (copy your memo attached)

Rose:

The brochure is now available and will be sent to Mrs. Boley.

I am passing your memo along to John Kalmbach for further follow-up.

File: J. Kalmbach referrals

x - B

x - Chron. ✓

Research Department

4-30-62

Bob Maldeman

News Briefing for Candidate

cc: Jerry Reynolds
Al Moscow

The candidate has asked that the standard procedure outlined below be followed at all times when he is on the road - out of Los Angeles.

A sufficient portion of the Research Staff is to report to work at 8:00 A.M. to review the morning news and prepare a briefing for RN on news breaks, anticipated reactions and recommended action on his part.

This is to be phoned to the travelling party at 9 o'clock every morning. The individual on the travelling staff to receive this briefing will be designated on each trip.

It will obviously require some discussion and evaluation of the news to accomplish what the candidate is after.

This procedure should also be followed when the candidate is in Los Angeles, but scheduled for public appearances where such a briefing will be necessary, i.e. press conferences, political rallies, Q & A sessions etc. In this case, however, it need not be done as early in the morning, except where the schedule so indicates.

Please work this out and let me know how you plan to handle the assignment.

File:
X - Research - Staff Memos
X - date
Cand. - News Briefings

Dick Ports, Nick Ruwe, Booth Turner

4-30-62

Bob Haldeman

From now on, we should use the Chrysler that has been donated, or another comparable car, for transporting RN.

Also, in the case of trips out of town, the local people should always use a 4-door sedan for RN, and preferably one in the Chrysler, Olds or Lincoln class.

Whenever we are in an area where the temperature is likely to be much above 75, the car should be air-conditioned.

We should also follow a standard rule on Nixon trips that only one driver is assigned to drive RN during the entire period of the visit, and he should be carefully schooled in procedure and policy. Local people should then understand that RN will always ride in his car with that one driver rather than shifting from car to car. This shifting created some problems in San Diego, and I am sure will in other areas.

Will you also send a sample Nixon rally invitation of the formal type to Starkey in San Diego? This should be done immediately since he will use a similar thing for the Escondido, La Jolla visit on the 10th. Sample invites should be sent to all local committee chairmen when visits to their areas are set up which fall into this pattern.

File: Schedule
x - date

Research Department

4-30-62

Bob Waldeman

Did the Teamsters Union and/or Hoffa endorse Pat Brown in
this election?

File: Research Staff Memos
x - Brown
x - Labor
x - date

date

April 30, 1962

Dear Mr. Fair:

I appreciate very much your thoughtful letter of April 24th.

I certainly understand your feelings regarding the necessity of local participation in decisions in connection with stations and times to be used for advertising, and also on the content of what the candidate is to say in a local area.

I also share your reaction to the TV cartoons which appeared during the '60 campaign.

You will recognize, I am sure, that it is necessary to standardize and coordinate advertising throughout the state, especially in the case of TV. Your point that local emphasis can be effective in the case of radio advertising in the final campaign is one which I am asking our people to work on. In the primary, however, where we plan to use some TV spots, it is impossible to localize them since the production costs would become completely prohibitive.

As far as Dick's personal appearances are concerned, we of course always consult with the local Committee regarding the subject of his remarks and the points which should be emphasized.

I must say that I am a little surprised that the Western Shasta County Republican Assembly will become involved in the campaign after the primary, since

April 30, 1962

the CRA endorsed Mr. Nixon for Governor at the meeting in Berkeley recently and it is my understanding that each local organization of the Assembly is committed to work for Mr. Nixon's nomination in June, as well as for his election in November. We are certainly counting on this support.

I hope you will continue to keep in close touch with our San Francisco office and with Jim Halley so that everything that is done in Shasta County is of maximum effectiveness.

Again, my appreciation for your writing, and very best regards.

Sincerely,

H. R. Haldeman

Mr. John Fair
779 Joaquin Avenue
Redding, California

April 30, 1962

Dear Mr. Walz:

Mr. Nixon has asked that I answer your very thoughtful letter of April 24th regarding your views on the campaign.

First, let me tell you how much Mr. Nixon appreciated your interest and he is certainly hopeful that you will be able to work with the many important people you contact during your travels throughout the state.

As to the specific comments you make:

- 1) It is not Mr. Nixon's intention to waste time shooting at President Kennedy and the national administration. We all recognize that this does not accomplish our goal, and I can assure you Mr. Nixon is very much aware of this. On the other hand, there are times when he has to answer specific questions which are raised in press conferences and other meetings, and unfortunately these answers seem to get more publicity than his many statements on state issues which are made every day.
- 2) He is concentrating his entire effort on issues that pertain to the State of California, and recognizes the importance of doing so.
- 3) We agree with your recommended approach to the labor vote.

✓
File: Campaign Corres. - Comments etc.
X - W (Walz)
X - date

Mr. Walz

2

April 30, 1962

- 4) Mr. Nixon has, even in this early stage of the campaign, enunciated a number of points in his overall program designed to accomplish precisely the objectives which you list.

I think you might find the attached material interesting covering just three of the seventeen speeches he made this last week.

Keep up the good work, and let us know if we can be of any further assistance.

Sincerely,

H. R. Haldeman

Mr. J. E. Walz
975 Baileyana Road
Hillsborough, California

date

April 30, 1962

Dear Bob:

Just a note to let you know I certainly understand the situation as covered in your letter of April 26th. We are doing our best to work something out.

You can be sure we appreciate the problem and I sincerely hope we will be able to handle it satisfactorily.

Best regards.

Sincerely,

H. R. Maldeman

Mr. R. D. Nesen
541 North Oxnard Boulevard
Oxnard, California

Research Department

4-30-62

Bob Haldeman

date

The attached from McKee Fisk of Fresno State College was transmitted via Mel Willson and appears to provide some interesting material.

John Kainbach and Dan Waters

4-30-62

Bob Maldeman

Offer

cc: Bill Spencer

RM was very impressed with a United Airlines stewardess who flew with us last Thursday night from San Francisco to Los Angeles. Her name is:

**Miss Carol Hearon
234 San Vicente Boulevard, Apt. 20
Santa Monica, California
EX 5-5043**

She was a Speech major, and also studied Political Science in college. Is very anxious to work in the campaign. RM suggests that she be used in the WIN program to work the stewardesses.

Also, she has a fiance who lives in San Francisco. Apparently he wrote the San Francisco Republican Headquarters offering to help, but never received a reply. He too is very anxious to work in the Nixon campaign. His name is:

**Mr. Richard C. Harrison
2485 Chestnut Street, Apt. 108
San Francisco 23
WA 1-5061**

By copy of this memo I am asking Bill Spencer to get in touch with Mr. Harrison.

**File: Offers
x - date**

April 30, 1962

Mr. W. G. Ferrin, Secretary
Joint Pole Committee
307 West Main Street
Alhambra, California

Dear Mr. Ferrin:

We have received your letter of April 11th, ^{date} advising us as to pertinent California statutes relating to the posting of campaign literature on utility poles and requesting that we cooperate in your program.

This is to advise you we have formally notified our Campaign Staff and Volunteer personnel to the effect that no campaign literature is to be placed on utility poles, and we assure you that you will have complete cooperation in your program.

We would appreciate hearing from your office if ever you have any questions or instances where violation of this directive is reported.

Thank you for your communication and you will have our pledge of cooperation.

Sincerely,

M. R. Maldeman

File:
bcc
bcc
x -

Campaign Advertising - Laws Governing
Mr. Wm. Spencer
Mr. John Kalmbach

file
P
E
F

Rose Mary Woods

4-30-62

Bob Haldeman

I hate to ask this, but could we send an auto-graphed book to Aileen Campbell with appreciation for her devoted work for the Republican Party? She is Don Mulford's secretary and is handling some special projects for us in the vital Alameda County area, and for numerous reasons, this will be extremely helpful at this point.

Don Mulford's office address is:

2150 Franklin Street
Oakland 12, California

File: Mulford
x - RMW memo file
x - date

John Kalmbach

4-30-62

Bob Haldeman

Nixon Chairmen on Mailing List

Will you please be sure that all Nixon Chairmen at all levels are on our mailing list?

There is some feeling that in the North, at least, many of the Chairmen are not added to the list automatically since they don't always fill out green cards.

Please be sure that procedure is set up so that all names are put on the list regardless of whether a card is filled out.

File: J. Kalmbach - memos
x - . date

Research Department

4-30-62

Bob Haldeman

The Northern California Minority Advisory Committee (a unit of our campaign) is concerned that RN has not gotten much coverage of his views on the Negro community. They suggest some of his views on this subject be included in the Oakland speech coming up since Alameda County represents a very heavy Negro population concentration.

I am not sure this is advisable, however, since what we need to build right now is Republican interest and turn-out -- and as you know, the Negro vote is about 80 - 90 per cent Democratic.

I do think you should give it some consideration, however.

File: Research - Staff Memos
x - Negro File
x - date

Loie Gaunt

4-30-62

Bob Haldeman

Joe Hickingbotham

Joe Hickingbotham tried to reach RN by telephone when we were in San Francisco last Thursday, and we missed connections. Joe is leaving for Europe within the next few days, but I would suggest we get a letter off to him which could be forwarded, or at least would be awaiting his return, along the following lines:

Dear Joe:

Bob Haldeman told me he had talked with you while we were in San Francisco Thursday, and I tried to return your call. Unfortunately I did not get back to the hotel until almost six o'clock, and you were not in the office at that time.

I am very sorry to have missed you, but did want you to know that Bob passed on to me your report on the local situation and your excellent suggestions for constructive steps to counteract some of the current negative thinking. I have asked Bob to put these suggestions into effect and am sure he will be doing so immediately.

I trust your European trip will be a pleasant one, and we are looking forward to putting you to work upon your return.

Best regards.

File:
X -
X -
X -
H (Hickingbotham
(Loie) - Mail handling file
date

Herb Kalmbach

4-30-62

Bob Haldeman

Bill Spencer asked about the draft of a letter you promised him - or perhaps it was for Kay Qvale - which was to be used for our people to write their friends outlining why they should vote for Nixon.

I think this is something worth doing, and trust you will go ahead with it.

Incidentally, it would be a good enclosure for the Speakers' Manual.

File: H. Kalmbach - memo file
x - date

Herb Kalmbach and C. Farrington

4-30-62

Bob Haldeman

Comments on San Diego trip last week.

- 1) In my opinion, Mayor Sklar is not much as a Chairman in Oceanside, and I hope we can get Gehries at some point to replace him, or build around him.
- 2) A suggestion was made that we get out a weekly bulletin to our County Chairmen that follows the general format of a house organ for a sales organization, the major emphasis to be on commendation for outstanding performance by specific individual chairmen and/or organizations, and thus, by implication, chastisement of those who are faltering.
- 3) Dr. Doug McElfrish was suggested as an outstanding man in San Diego who might be brought into the act. Perhaps you could ease Gehries into finding a place for him.

File: F & C Ct. Org.
x - D. Farrington
x - H. Kalmbach
x - date