

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>
60	17	10/24/1962	Letter	To Mrs. W.N. Sheller from H.R. Haldeman re: donation. 1 page.
60	17	n.d.	Memo	To H.R. Haldeman from Betty Sheller re: enclosed check. 1 page.
60	17	09/06/1962	Letter	To Mrs. W.N. (Betty) Sheller from H.R. Haldeman re: her letter. 1 page.
60	17	10/22/1962	Letter	To J. Smythe from H.R. Haldeman re: his Oct. 12th letter to Mr. and Mrs. Norman Chandler. 1 page.
60	17	10/11/1962	Memo	Handwritten note to H.R. Haldeman from Fred G. Sherrill. 2 pages.
60	17	09/04/1962	Letter	To H.R. Haldeman from Warren H. Spooner[?], Jr. 1 page.

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60	17	09/22/1962	Letter	To Richard Steele from H.R. Haldeman re: his letter. 1 page.
60	17	09/18/1962	Letter	To H.R. Haldeman from Richard Steele re: working on the campaign. 1 page.
60	17	09/01/1962	Letter	To Caspar Weinberger from A.J. Seltzer re: working on the campaign. 2 pages.
60	17	09/24/1962	Letter	To A.J. Seltzer from Caspar Weinberger re: working on the campaign. 1 page.
60	17	09/26/1962	Letter	To Howard Seelye from Charles Farrington, Jr. re: fund-raising idea. 1 page.
60	17	10/01/1962	Memo	To Charles Farrington, Jr. from H.R. Haldeman re: requests for Joe Shell as a speaker. 1 page.
60	17	n.d.	Other Document	Handwritten notes re: Tom Smith. 1 page.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
60	17	08/28/1962	Memo	Re: Tom Smith. 1 page.
60	17	09/14/1962	Letter	To Warren Spooner from Fred Haffner re: his "concern". 1 page.
60	17	09/14/1962	Memo	To H.R. Haldeman from Al Moscow re: Warren Spooner's labor concerns. 1 page.
60	17	08/17/1962	Letter	To Fred Spears from Richard Nixon re: his support. 1 page.
60	17	08/10/1962	Letter	To Richard Nixon from Fred Spears re: contribution. 1 page.
60	17	08/20/1962	Letter	To Earl Adams from H.R. Haldeman re: Frank Seaver's campaign contribution recognition. 1 page.
60	17	08/21/1962	Letter	To Richard R. St. Johns from H.R. Haldeman re: traffic safety speech. 1 page.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
60	17	08/13/1962	Letter	To H.R. Haldeman from Richard R. St. Johns re: his proposed traffic safety speech. 1 page.
60	17	08/01/1962	Memo	To Richard Nixon from H.R. Haldeman re: Betty See's participation in the campaign. 1 page.
60	17	06/08/1962	Letter	To Betty See from Richard Nixon re: her family's support. 1 page.
60	17	n.d.	Letter	From Betty Helms See to Richard Nixon re: contribution. 1 page.
60	17	07/18/1962	Letter	To A.E. Schwabacher, Jr. from Richard Nixon re: thanks for congratulations. 1 page.
60	17	06/07/1962	Letter	To Richard Nixon from A.E. Schwabacher, Jr. re: congratulations. 1 page.
60	17	08/07/1962	Letter	To Whom It May Concern from H.R. Haldeman - recommendation letter for Yvonne Smith. 1 page.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
60	17	08/03/1962	Letter	To Adela Rogers St. Johns from H.R. Haldeman re: the campaign. 1 page.
60	17	n.d.	Letter	To Bob from Adela. 11 pages.
60	17	06/13/1962	Letter	To Thomas E. Smith from H.R. Haldeman re: his letter. 1 page.
60	17	06/12/1962	Letter	To H.R. Haldeman from Thomas E. Smith re: congratulations. 1 page.
60	17	06/08/1962	Memo	To Dan Waters from H.R. Haldeman re: Offer. 1 page.
60	17	06/01/1962	Memo	Re: Letter to Lew Sherman. 1 page.
60	17	05/15/1962	Letter	To Hilary Sandoval, Jr. from H.R. Haldeman re: autographed pictures. 1 page.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
60	17	05/11/1962	Memo	To Bill Spencer from H.R. Haldeman re: campaign activity in Palo Alto/San Jose area. 1 page.
60	17	05/02/1962	Letter	To Richard R. St. Johns from H.R. Haldeman re: the preparation of a traffic safety speech. 1 page.
60	17	04/27/1962	Letter	To Mrs. Willard R. Scott from H.R. Haldeman re: contribution and campaign appearances. 1 page.
60	17	05/04/1962	Memo	To Carter Barber from H.R. Haldeman re: James G. Sanders & Richard Nixon's Fresno appearances on May 18th. 1 page.

October 24, 1962

Dear Betty:

Thanks very much for your  
note.

The check from Mr. Henley will  
be processed and acknowledged.

This is indeed encouraging.

We will all be interested in  
reviewing the results from the query mailing.

Thanks so much for all you are  
doing.

WIN WITH NIXON!

H. R. Haldeman

Mrs. W. N. Sheller  
1207 Beverly Estate Drive  
Beverly Hills, California

MEMO TO: BOB HALDEMAN

FROM: BETTY SELLER

Attached is a check given to Bill Seller for the Nixon campaign. Perhaps Mrs. Wright can forward it to proper place. This check really came from the grass roots -- encouraging?

Meanwhile letters from query are coming in --results forthcoming and complete set keep for your use at future date.

Best Wishes.



September 6, 1962

Dear Betty:

I'm sorry to be so long acknowledging your nice letter.

Although disappointed you will not be working with us, our main concern is that you follow the doctor's orders.

You have been more than kind in helping Lois as much as you have, and I know she is grateful too. I am taking the liberty of sending your letter along to her.

The ideas which resulted from your recent trip through the state have been given to our News Bureau staff for their information and background.

Again, our sincere thanks for your fine interest and help, and our very best wishes.

Sincerely,

H. R. Haldeman

Mrs. W. N. Sheller  
1207 Beverly Estate Drive  
Beverly Hills, California

*All  
Newspapers -  
10/22/62  
11/1/62*

October 22, 1962

Dear Mr. Smythe:

Thank you very much for sending the copy of your October 12 letter directed to Mr. and Mrs. Norman Chandler.

The courage you have shown in speaking out as you have is deeply appreciated by all of us, and I hope will do some good.

Please know we are grateful for the action you took in writing your letter and expressing so well what needs to be said.

With kindest regards.

WIN WITH NIXON!

H. R. Haldeman

Mr. J. Smythe  
3505 San Pasqual  
San Marino, California

*Routine 10/11/62  
Thanks*

*Mr Robert Feldman: + toss the stuff*

*This is the talk I*

*mentioned to your father*

*the point I think which*

*could be developed to*

*great advantage is*

*marked in red - the balance*

*of the talk undertaken to*

*promote it. If it can be of*

**REMEMBER TO ORDER**



**CHASE  
BAGS**

CHASE BAG COMPANY

C. L. Snider

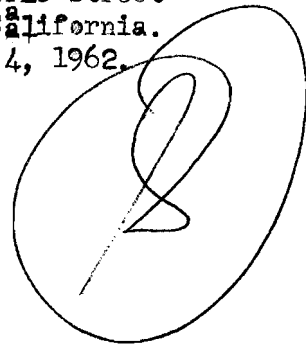
4900 Corona Ave.  
Los Angeles, California

LU 8-6375



*Doc H  
paw  
& is handling*

12360 Osborne Street  
Pacoima, California.  
September 4, 1962.



Mr. H.R. Haldeman, Campaign Mgr.  
Nixon for Governor  
3908 Wilshire Blvd; Los Angeles,

Dear Mr. Haldeman:

As a supporter of Mr. Richard Nixon I write to you his campaign Mgr; in the belief that we have an interest in common. While we share this interest as an incentive for the struggle ahead, there is the prime objective of the basic issues that will undoubtedly decide the direction for Mr. Nixon at the cross-road of his political life. First, as citizens and voters of California my family and I have a great interest in the proper basic issues in this campaign, secondly, a great stake in the successful election of Mr. Nixon as our next Governor. Thus, we feel that our interest and stake in Mr. Richard Nixon as our new Governor is sufficiently strong for the production of thousands of votes for our candidate. The following resume is presented for your consideration:

As the head of a large family and skilled journeyman mechanic in the building trades I have been the victim of 13 years of tyrannical, political persecution and discrimination because of the collusive action of the 'Union Bosses' and the Democratic machine here in Los Angeles. Since 1949 when I last worked at my trade here my family and I have been deprived of about \$ 100,000 in work benefits and Social Security while being reduced to second class citizenship. Because of this tragic episode in our lives we feel our hope in the future to recoup for our losses is to work hard with the tools at our disposal for the political change that is so badly needed. There is probably thousands of other people like my family and I, in California, who have been the victims of this criminal and 'Un American' activity by an American made 'Mafia.' These stories properly told to an enlightened people, in my opinion, could produce the winning margin for the Republican campaign.

I trust that the context of this letter will receive the proper evaluation for which it is intended and the consideration of the sincere offer of assistance of the Leader guiding the destinies of Mr. Richard Nixon. Your early reply by return mail will be appreciated.

Respectfully yours,

*Warren H. Sporn, Sr.*

September 22, 1962

Dear Dick:

Thanks very much for your nice letter.

I really think the best indication of our evaluation of your contribution to the campaign organization was our all-out effort to get you to remain out of school this semester and continue to give us a hand through Election Day.

We are, of course, grateful for the time you did have free to devote to helping the staff and were fortunate to have you on the team.

You were thoughtful to write me. Others join me in expressing thanks and sending very best wishes.

Sincerely,

H. R. Haldeman

Mr. Richard Steele  
Box #4  
2305 Sheridan Road  
Evanston, Illinois

Box #4, 2305 Sheridan Rd.  
Evanston, Illinois  
September 18, 1962

Mr. H. R. Haldeman  
Campaign Manager  
Nixon for Governor  
3908 Wilshire Blvd.  
Los Angeles, California

Dear Mr. Haldeman:

I wanted to drop you a brief note to thank you again for giving me the opportunity to work on the Nixon campaign during my stay in Los Angeles this summer. I know that it is difficult for you to have someone come in for such a short period as I did, and I very much appreciate your kindness in letting me work.

The work was of great value to me in giving me some insights into a major political campaign - I just hope that my work was of some value to the campaign itself.

It was a pleasure meeting you and working for you, Mr. Haldeman, and I'm hopeful I'll have an opportunity to see you again soon.

Good luck with the rest of the campaign.

Sincerely,

  
Richard Steele

do you want me to try to  
find out who got these  
letters he claims were never  
answered....?

NO



Santa Paula, Calif . Sept.1,1'62.  
97 2 La Vuelta

Mr. Casper Weinberger  
San Francisco, Calif.

Dear Sir :

I have worked diligently for Dick Nixon in every one of his campaign's except his first. Was Chairman of the Lke Nixon Hdqts. in a large area in So. Cal. in '52 and in '56. I have written the Hdqts. in L.A. four letters, asking what I can do to further his campaign now, al four have been ignored, so wan only assume my help is of no consequence. Every campai gn I have written most of prominent papers in his behalf and would do so in Cal. if you think it advisable. However, I cannot say jsut how many of my letters were ever published. If I can be of any help, let me know in what manner. I firmly believe Nixon must use every aid possible and come out strongly how he satnds on labor, also he must find some way to stop some hundreds thousands of the Mexicans old FA/ Cardinal Mc Tyere votes in L.A. To beat Brown is go ing to be a real knockdown struggle.

A.J.Seltzer

Sincerely ,



September 24, 1962

Mr. A. J. Seltzer  
97 2 La Vuelta  
Santa Paula, California

Dear Mr. Seltzer:

Thank you for your letter of September 11.

I am certainly sorry that you have not had a response to the letters you have written Mr. Nixon's headquarters in Los Angeles. I have talked with them about you and am most hopeful that you will hear from them soon.

In any event, please be assured that, as State Chairman, I would be delighted if you will write some of the newspapers on Mr. Nixon's behalf as you have done before. I know that usually a high proportion of such letters is published, and I am convinced that they do a great deal of good.

I agree with you that it is always an uphill task for a Republican to win in California, but we feel very pleased with the high degree of party unity and organization at this time. However, we always need more help, and I am delighted to know of your offer and hope you will pursue this letter writing campaign on Mr. Nixon's behalf as quickly as possible.

Many thanks for writing me. With kind personal regards,

Sincerely yours,

CASPAR W. WEINBERGER  
Chairman

CWW  
mhk

c: Mr. Haldeman

September 26, 1962

Mr. Howard Seelye  
1012 Palos Verdes Drive  
West Palos Verdes, California

Dear Mr. Seelye:

Bob Haldeman, who as you realize is extremely busy these days, has asked that I acknowledge your thoughtful note of September 19 regarding the possibility of using a coupon booklet such as you enclosed as a fund-raising "gimmick" in connection with Dick Nixon's campaign for Governor.

Bob and I talked this over and agreed that, while it is an excellent idea, we simply cannot stretch our budget any further to include items of this nature. Consequently, it is necessary to reply in the negative and, in view of your extreme thoughtfulness in bringing this proposal to our attention, I am doubly sorry that this is the case.

WIN WITH NIXON!

CHARLES FARRINGTON, JR.

cc: ✓ Bob Haldeman

Charles Farrington, Jr.

10-1-62

Bob Haldeman

All requests received for Joe Shell as a  
speaker should be referred to me for personal handling.

Tom Smith -

- says Jim Smith doesn't think handling well
  - told girl what he wanted done
  - said careful about sending advance man in
  - said you guys lost election in visits out here
- always "you guys" did this & that - doesn't seem to be on the team

8/28

per Nick

Re: Tom Smith

"Dick Miller called to say that he is stepping in to San Marino. I found him yesterday in the middle of the H. Allen Smith- Mrs. Neale situation - and I told you about Pomona. As far as my relationship with Hillings goes, it is just fine and we could not have had a better meeting last Saturday."

*Handwritten notes:*  
8/28  
per Nick  
PH  
Sister  
X

September 14, 1962

Mr. Warren Spooner  
12360 Osborne Street  
Pacoima, California

Dear Mr. Spooner:

Mr. Moscow has advised me of his visit with you.

As I am sure you will understand, Mr. Haldeman is going to be out of the area most of the time for the balance of the campaign in view of the heavy schedule for the next six weeks.

In the interest of expediting your contact with our organization and answering any questions you might have, it would be extremely helpful if you would write us fully about the subject of your concern and what you have in mind in connection with it. Please be assured we would appreciate having any specific information or data which you would care to submit to us in the interest of the overall campaign effort.

Mr. Haldeman is interested in having your contact with our office appropriately handled in his absence, and the referral to Mr. Moscow this morning for a personal visit, and my follow-up letter are for this specific purpose.

With kind regards.

  
Sincerely,

Fred Haffner

Nixon for Governor

To: Bob Haldeman

Date: 9/14

From: Al Moscow

Subject: Warren Spooner (labor)  
12360 Osborne St., Pacoima, Calif.

Distribution:

Warren Spooner, who dropped in to see you today, is a nut.

Since 1946, he has been fighting a construction trade union which threw him out when he tried to ~~bring~~ bring honesty to the union.

He wants to cut records, make newspaper stories, on how he has been kept out of work in California because of the labor bosses. He went thru a NLRB hearing.

He will do all this if YOU write him. He is disturbed he did not get an answer to his letter to you--written ten days ago.

I suggested he write what he had in mind and then we would tell him if we would sponsor his attack on labor. But he wants to hear from you. If he doesn't he will assume we are not interested in this golden opportunity. In any event, he intends to picket Washington.  
So be it.

-----

*we sent to Murray C*



August 17, 1962

Speers, Fred W.

Dear Fred:

I could not be more deeply grateful for your letter of August 10, and for the generous and effective backing you are giving to my candidacy in so many ways.

Just as I have appreciated your loyal friendship and support in the past, I am delighted to know that we can again count on your valued assistance in this campaign, which has every indication of being the hardest-fought in California's history.

With the hope that you will continue to send in any suggestions or observations you may have from time to time on any aspect of the campaign or the issues, and with warmest personal regards,

Sincerely,

D

Mr. Fred W. Speers  
The Times-Advocate  
Post Office Box 1477  
Escondido, California

CS

Folder  
x - x copy  
x - contr'bs. Calif. MM  
x - Bob Halderman FYI - w/fax of incoming  
x - News Bureau FYI w/fax of incoming

MM:bp



Daily and Weekly

EVENING EXCEPT SUNDAY

PUBLISHED FRIDAYS

# TIMES · ADVOCATE

Established 1886

Published by

FRED W. SPEERS and H. R. MCCLINTOCK

225 East Ohio Avenue  
ESCONDIDO · CALIFORNIA

File:

10 August 1962

Mr. Richard M. Nixon,  
Post Office Box 6539,  
Los Angeles 55, California

Dear Dick:

DK- /  
m  
# / 00

Enclosed herewith is the first of what I hope will be several contributions to your campaign.

Please feel free to call on me for any assistance I can give. Incidentally, I am turning over to Doyle Dannenberg, your local committee chairman (I gave up the post when I launched my unsuccessful campaign for the Assembly nomination) my 700 Address-o-graph plates bearing names of my personal backers. There are names of some Democratic friends of mine in the list which runs to about 1,000 persons when "Mr. and Mrs." listings are counted.

Sincerely,

*Fred Speers*

**THE TIMES-ADVOCATE, Inc.**  
DAILY and FREE PRESS  
P.O. Box 1477  
Escondido, California

RETURN POSTAGE GUARANTEED

August 20, 1962

Dear Earl:

Ray Arbutnot handed me the note from Bill Jones which you had passed along to him.

With regard to Frank Seaver's \$5,000 contribution to Dick's campaign, this must have been for the Presidential campaign since, as you know, he was on the other side during the primary. I agree he was entitled to more recognition than a printed receipt, but unfortunately we had no control over the receipt and handling of contributions to the Presidential campaign.

I am checking on Harold J. Harrell's letter and will be sure this is taken care of if indeed we received a letter from him. I can assure you we are doing everything possible to avoid this type of thing, and find more and more that many of these complaints either go back to 1960 or are the figment of the complainant's imagination. However, please don't hesitate to bring these to our attention so we can check them out.

Best regards.

Sincerely,

H. R. Haldeman

Mr. Earl Adams  
Adams, Duque & Hazeltine  
523 West Sixth Street  
Los Angeles, California

"S"

August 21, 1962

Dear Dick:

I have sent the traffic safety speech over to our experts.

We will certainly keep in mind your group is interested in another assignment. If time permits, you'll probably hear from us.

Many thanks, Dick. It looks to me like you have done a real job - and we're grateful.

Please be sure the background material is returned as this must be available.

Sincerely,

H. R. Haldeman

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

LAW OFFICES OF  
O'MELVENY & MYERS  
433 SOUTH SPRING STREET  
LOS ANGELES 13  
MADISON 0-1120

BEVERLY HILLS OFFICE  
136 EL CAMINO DRIVE  
BEVERLY HILLS  
CRESTVIEW 1-5267  
CABLE ADDRESS "MOMS"

August  
13th  
1962

OUR FILE NUMBER  
625,115-1

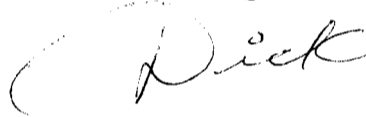
Mr. H. R. Haldeman  
3908 Wilshire Blvd.  
Los Angeles 5, California

Dear Robert:

Enclosed three copies of a proposed Nixon speech on traffic safety. I think the boys did a good job once they got going. They are ready for more assignments.

I think it would be nice and helpful if you feel this has any merit and wish them to do more if they could meet with you and get your views on this one so they can know who they are working for and get some feeling of "belonging". This was mailed to me from the U. S. Naval Justice School, Newport, Rhode Island, where one of our boys is spending two weeks so I don't have the material you sent immediately available. I'll send it back when he gets back.

Best regards,



Richard R. St. Johns

RSJ:md  
Encl.

RN

8-1-62

Bob Haldeman

Betty See

My mother has talked with Betty See regarding her participation in the campaign. Betty indicates she will be available for any spot where needed, but not until the end of September. She is also going to give us some help in fund-raising and is sending a list of probable donors to mother within the next few days. She will be given a specific campaign assignment as soon as she is available at the end of September.

**RICHARD NIXON**

POST OFFICE BOX 5539  
LOS ANGELES 55, CALIFORNIA

June 8, 1962

C  
Dear Betty:

This is just a note to tell you how very much I appreciated your letter and enclosure. You may be sure I understand perfectly why you helped Joe Shell in the Primary.

O  
I shall never forget the support of your parents in 1950 and '52 and through the years since then. It is going to mean a great deal to me to have your support in the final campaign.

P  
Incidentally, I want you to know how much our family has appreciated and enjoyed the box of delicious See's candy which we receive every month in our home. I can only indulge in this luxury very seldom but Pat and the girls all have a sweet tooth and See's is probably our most popular household word!

Again, many thanks for your letter and your generous offer of support.

Sincerely,

Richard Nixon

Y  
Mrs. Charles B. See  
1111 Calle Vista Drive  
Beverly Hills, California  
bcc: Bob Haldeman

---

COPY of letter from Mrs. Charles B. See (Betty Helms Bell See)  
1111 Calle Vista Drive  
Beverly Hills, California

Dear Mr. Nixon:

Enclosed is a small check. With it goes my desire to help in any way in your campaign.

I helped Joe Shell in the Primary -- Barbara and Joe are my Personal close friends. Barbara and I have been friends for some twenty years -- both of us being in the Junior League and Los Madrenas. It was as if my brother had been running for election.

This check is a token donation. I expect and plan to give more when your final campaign gets under way.

Please have your Headquarters call upon me for anything. I would like to work and contribute to your campaign.

My congratulations to you and your family.

Sincerely,

/s/ Betty Helms See

My phone number -- Unlisted -- CR 4-0981



July 18, 1962

Schwabacher, A. E. Jr.

FOLDER

✓ x FYI to Bob Haldeman with copy of incoming

xx copy

Dear Al:

I want you to know how much I appreciated the message of congratulations you sent me after the primary election.

The prospects are the campaign this fall will be the hardest fought in California's history. However, I am confident that our decisive primary victory has provided the springboard we need to assure success in November.

You can be sure that your assurance of support will be a constant source of inspiration and encouragement during the weeks ahead as we work together for a resounding victory.

With kindest personal regards,

Sincerely,

D

Mr. A. E. Schwabacher, Jr.  
Schwabacher and Company  
100 Montgomery Street at Sutter  
San Francisco 4, California

MM:cp

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FRESNO  
HONOLULU  
LOS ANGELES  
MONTEREY  
OAKLAND  
PALO ALTO

# Schwabacher & Co.

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TELEPHONE SUTTER 1-5800  
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SANTA BARBARA  
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NAPA

MEMBERS • NEW YORK STOCK EXCHANGE • PACIFIC COAST STOCK EXCHANGE

June 7, 1962

Mr. Richard Nixon  
P. O. Box 6539  
Los Angeles 55, California

Dear Dick:

Heartiest congratulations! It was certainly thrilling.

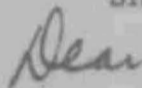
I do hope you'll have a few weeks now in which to relax before you gird your loins for the main event.

If in any way I can be helpful, I want to be. It occurred to me that sometime in the next few months, perhaps we could spend an evening together with Art Linkletter and Ronald Reagan, with the thought that we could whip up some sharp ideas for your T.V. appearance.

I thought your recent four hour presentation was excellent and I hope you can do more of these extravaganzas.

Lots and lots of good luck, and my best to Pat.

Sincerely,



S/D A. E. Schwabacher, Jr.

AESJr:sd

August 7, 1962

TO WHOM IT MAY CONCERN:

It is with pleasure this letter is addressed in behalf of Miss Yvonne Smith.

During the period of the Nixon-for-Governor primary campaign, Miss Smith's basic assignment was an exceedingly important one. As liaison with Republican Party County Organizations throughout the state, the position was one requiring the background and depth of experience and knowledge which she brought to our staff.

Miss Smith's political knowledge and experience at the grass-roots level is exceptional. Her loyalty, integrity and enthusiasm were continuously reflected. She worked effectively and well with everyone with whom she came in contact.

In addition to her basic assignment, Miss Smith handled a multiplicity of duties involved in the primary campaign, accepting eagerly and accomplishing with tact and efficiency any and all activities assigned to her. She worked unselfishly both in thought and time. We were indeed fortunate to have the benefit of her ability and experience.

Sincerely,

H. R. Haldeman

August 3, 1962

Dear Adela:

As you know, I have corresponded in a preliminary way with Talik Volmensky, and Bill Spencer, our Northern California Campaign Manager, had dinner with him the other evening.

The conclusion reached is that he is apparently a little uncertain about what his next course of action should be. He is most interested in the campaign, but the pitfalls of being in a temporary campaign job are recognized by him and we have not urged him to leave his present position. I understand his wife is working in Monterey for Rafferty and he is also devoting some time to this effort.

Just wanted you to know we had been in touch. From all reports, Talik is certainly a fine person, and we definitely want to keep in touch with him.

Additionally, we have contacted Frank Reiser, our Monterey Chairman, to check his staff situation, and are also forwarding Talik information on the Republican Alliance since we understand they are looking for a full-time Director.

Many thanks, Adela, and warm regards.

Sincerely,

H. R. Haldeman

Mrs. Adela Rogers St. Johns  
P.O. Box 2613  
Carmel, California

Geo. Pottinger -  
Press relations for  
Pan Am -

crude type

Tomlinson -  
cut throat first chance  
first to criticize anything  
that goes wrong

BOB HALDEMAN

Dear Bob;

Since we spoke yesterday on the telephone, I've done some final checking on the public relations situation---and here it is.

1.

I had a talk of over an hour with Lee Ettelson, whom as I told you is one of my oldest and most trusted friends in the world. We have worked together now for nigh unto 45 years, bigosh, since we were both kids.

Far far from being anti-Nixon, how is it that our forces are so often misinformed on these matters when we are so bright and so honest in all other things? anyhow, I checked first with some people who know Lee well. One famed newspaperman here. He didn't say why--just said How did Lee stand etc. The instant reaction was that he was as all good newspapermen have to be opened-minded and unbiased BUT certainly personally on the Nixon side. I then checked Sid Kossen a bit. In several places. More of him later.

So I then called Lee and said this, " You said the other day you'd like to be doing something now that you are retired. I need help. How about giving me a hand in the Nixon campaign? If you can't, who can we get?" He then said that he himself could not take on anything that had " pressure " attached which was on reason he retired from the Examiner. So he has entered into a building program both on his ranch and in town--and the thing would be impossible to him. So I said Allright--who? I squawk about our public relations and then Mr Nixon says Allright--who? And I have as yet had no sound answer.

Lee then went into a good analysis of the situation, which I beg you to consider and also to remember it is OFF THE RECORD and given to me as, in

his turn a trusted friend. Some of this I quote verbatim, the rest in general.

He said;

I have always felt deep sorrow for Nixon in his relations with the Press. It is one of the tragedies of our times. This is a man who is sensitive and super-sensitive ---on his personal side. Complex and very easily hurt. On his professional--political side he is aggressive, tough, courageous and unstoppable. The two have been welded together and he has put the shield of his fighting side around himself everywhere except in the Press. This was somewhere geared by the utter stupidity of the way the Fund story was initially handled with The Press. He himself having no flair at all and no key to or with The Press--which probably he couldn't have since he wants to ignore his personal side if he can ---was somehow badly advised on that one--and got off on the wrong foot from there on, because I can't remember it was this bad when he ran for The Senate. Not good--he has never been good and believing the Press are human and can be handled rightly---but not bad.

Anyhow--there it is. The working press are naturally 90% Democrats. The papers themselves, publishers and owners, are 92%--or used to be--Republican. Roosevelt ran head on into this--and overcame it because the PUBLISHERS were 92% against him always but the Working Press were FOR HIM. Doesn't that prove something? Same with Kennedy.

Now--it is a thing that ought to be faced and see what can be done, from your standpoint, and no one knows the Press better than you do. (I don't agree to this, but you must remember that I was trained by the very best--- FDR, Charlie Michelson, Steve Early, Steve Hannagan etc.)

They don't like Nixon--the working press. He is unpopular with them.

( Here I said--How violent is this, Lee? Is it a real hate? And he sai'

It comes damn close. They believe--they all honestly believe and I can give you date and story and time that over and over they have been double-crossed. The people around him have treated them like dirt. Yes---we've been through this before--it's a pretty valid hate.)

So---went on Mr. E---you have to do something.

IF you want to win this one.

And it'd worse now, the boys tell me, than ever.

First, you must dispel this arcane atmosphere around him. ( I quote that verbatim because personally I had to go and look up arcane in the dictionary--where it says it comes from L. Arcanus--closed, secret, put in a chest or box, a secret and mystery --in the plural <sup>of</sup> ancanum ~~XXXXXX~~ the Arcana of Political intrigue. A secret or mysterious atmosphere or remedy or elixir.

Please please here believe that this absolutely TOP newspaperman, now retired, with NO axe to grind, put this forward out of first real affection for me and second " I am inclined to think Nixon is pretty damn close to a great man. Certainly one of the greats of our time. It's a shame this one thing has to defeat him over and over, in what he wants to accomplish or at least always to slow him up."

So you are getting here a valid, honest, TRIED opinion which you couldn't buy for any money and which I hope you will know if so far beyond that of the ordinary Public Relations guys who mostly KNOW NOTHING ---that it's inconceivable. This is from the inside.

His whole staff, Lee said, I am told by those who have to <sup>deal</sup> ~~xxxxx~~ with them are arcane beyond any words to describe. They are mysterious--- they are secret--they are superior. Can you think of a more fatal combination? (I can't--and have been saying so for some time. And Bob, it has to be fatal if we don't lick it.NOW.)



Then he said he did not think we could get any newspaperman who amounted to anything at all to handle public relations for Nixon. (I have found this to be all too true. I've tried. They say that in the first place like most

Republicans Nixon will not include his public relations man at the policy making level. They SAY (again please off the record) that even Herb Klein admitted this and that that is none reason he ain't back with us. I've run into this everywhere. Second, each one has a story of some double cross, which they may of course have invented but it didn't sound so to me. Not by any means. I've seen a few myself--all this gosh darn hosuc pocus and wise cracking---

Anyhow---to put not too fine a point on it, on the whole The Working Press don't like Nixon and don't want any part of him.

This is, as Lee said, a tragedy which personally I have been fighting as best I knew how since 1950. Let me give you one brief illustration. In 1952 ~~1950~~ I was standing by the city desk in a big metropolitan city room. A photog whom I knew WELL, came in from following Nixon around and laid some wet prints on the DESK. They were awful. AWFUL beyond words. Knowing the guy I said to the city editor--a friend of mine--" Oh I'm sure the ones so-and-so left in the dark room are better than these--he always gets at least one good one--" SO he was sent back--after a murderous look at me-- and came up with two great ones! That is what the W P can do to you--- Chotiner and I fought this out then.

Now--what Lee said was this" You don't need a newspaperman anyhow. What you need most is a man who can get along with and handle the newspaper men The Working Press and who has their confidence and whom they like! BUT you have the probelm of combining this with somebody who can also handle

Nixon--and his brilliant, super-sensitive and now perhaps pathological dislike of The Working Press so that he really sees them as Ogres. Damn it--when so many people love and adore and look up to this guy, HOW can he not take the Press into camp? I have never understood it.

Anyhow--said Mr E--I doubt to beat all hell that you'ol find ONE guy whocn do both. However since on the whole the newspaper ranks are closed to him for recruiting, let's examine the rest. ( Here he went into some long thing about some big hulk of a man, the greatest guy in the world, adored by the Press , who is or was a big airline executive--Pan American maybe. Said he ought to be out there in front all the time with the PRESS. Said he would call me Monday morning with the name--for sure. Anyhow, Mr. Nixon must know wyo t<sup>his</sup> is? Then he said " Now I suggest this to you-- Bob Gros, who is P R head for P G and E, is as good as there is in the state. He is a big flag waving Nixon man. He has a top staff. I am damn sure he would lend you a top man as part of a team--and that, said Mr. E is what you're going to have to form. A TEAM. With maybe some advisors-- and he said he would be available to me any time at all times. He went on then to say what Nixon stands for--in the state--what ye means to them--how this can be used etc.( OFF THE RECORD again--and damn it my mail is already being tampered with as I can prove, )

I have triple-checked THREE major papers--one here, one in S F and one in the Valley( San J) and if I may speak like a Dutch Grandmother, they all feel the same way and ALL the working press hate Nixon's guts and with good reason. If you like, I can put down for you 42 pages of WHY. Please remember that I love Dick Nixon with true devotion and believe him to be a great ~~man~~ statesman needed by his country--but I am also a

newspaperman---and as such I feel as a lot of the Working Press do. As one man in the Valley said to me" I admire him--I like himself personally --I think he's a remarkable man but WHO THE HELL DOES HE THINK HE IS? Is he the Candidate or isn't he? What are these closed doors--and entourages--and nobody can get to Nixon? If he's The Candidate let him BE the Candidate --if he isn't let him say so and retire into a monastery if he wants to!" Having faced all this as best I could, workin as I would if I had to hand in a report to Mr. Hearst as I used to do--on FDR's chances at the Chicago conventions , on Landon, on many many things of this sort---I now know where we stand and I now tell you and The Candidate that unless we find some way to repair this or handle it, we won't win with Nixon. And oh Bob, we MUST.

It is no use to shrug this off. And if there is a block now developed in Mr. Nixon , we musr handle it otherwise.

I make the following suggestion AFTER , remember please, having TRIED over and over to find certain men to act as Public Relations head--<sup>i</sup> went into high en this after I saw Quinn and Farrington in positions to antagoni the Press still farther at which God knows and I can prove they SURE DID.

Boy!

I suggest a TEAM--since we'll never be able to GET one man.

My team would consist of as follows.

1. Al Moscow, to be at all times with Nixon when anything about The Press is concerned. At all times--that means--because from here on in The Press will be concerned, believe me, at all times and the photogs will be in there. Al is a top, brilliant, long-experienced newspaperman. The Only one you've got. He ADORES Dick Nixon. Just goes to prove if the working Press knew him we'd be okey. Anyway, Moscow who knows both the Press and Nixon,

should be with The Candidate ALL THE TIME. To HANDLE NIXON as far as the Press is concerned. To advise and consult with him. To see to it that he SEES THE WORKING PRESS without making them feel like dolts hanging around and being shoved around---and that he knows what The Press line he takes ought to be. Let's face it, Bob---this man knows ALL ABOUT LAOS, and all about highways, and will make the greatest governor we ever had and be in a leadership position in the nation and should be--BUT he just plain has one blind spot--he would go to the stake like his Wuaker ancestors rather than deal with a newspaperman --a real one! And we have some real ones. SO let Moscow be Nixon-with-the-Press.

2.

I have found a jewel up here in a big, fat rollicking guy with a stupendous war record named Tomlinson. I think he is called an Area chairman. He is highly educated--a southern gentleman--but the des dem and dos guys think he is a des dem and dos guy too. I have checked him everywhere and he has a reputation unequalled for handling people --and The Press especially. I have watched him.

Take this--after you spoke of Lee Ettelson and Sid Kossen--I checked it out and our information was, as usual on Press, 100% wrong down the line. Then I mentioned this to Tommy Tomlinson---not in detail--just let's go over the S F newspapers and newspapermen first---how did we lose Clint Mosher for gosh sake and what bout Kossen? Well he gave me an instant breakdown on Kossen that was amazing---knew him intimately, had had him down here at some big meeting when they were going to leave him out and not invite him and Tommy said" You will not have a meeting in my district and leave out ANY newspaperman. I can handle Sid." Well--he did! Sid's coverage of that event proves it---he was told the truth by Tommy and h

did not violate it in any way. Moreover, he gave the thing proper and adequate coverage. Tommy simply had him in and explained matters to him--and they got along great. This is the kind of man the newspapermen everywhere know--like--understand--and above all feel sure they can trust. At this moment they violently mistrust everyone connected with the Nixon press setup--and how right they are! Either through sheer incompetence or sheer arrogance, they make all the mistakes ever heard of and invent a few new ones.

Another instance about Tommy--as you know the Sacramento, Fresno and Modest etc BEE are and always have been anti-Nixon. Well, the moment I started talking Press relations to Tomlinson, he came up with some of the best inside information on this one. He has a plan that would get us an even break from them--not an endorsement of course, but they'd quit trying to cut our hearts out and this would help a lot. Like the Chandler papers, this chain is also run by the Mrs. I didn't know this but Tommy did--and knows all about it and as I say has a real brilliant idea what to do with it. I am not easy to fool on the newspaper and public relations side. I truly believe we have a find here--and that if we put him in with Moscow -- Moscow to handle Nixon, and Tomlinson to handle the Press and to work together--we'd have something. If Herb Klein would take him around his end of things and brief him and maybe Jim Bassett would give him the full story there--I think he'd do a remarkable job.

3.

I would then also set up an overall top Press Committee of some kind--- this would take a little thought. A key man from each part of the state. Herb Klein---Lee Ettelson---and a few others. If this could be done with

Mr. Nixon's blessing, we could do some work on it.

4.

I would hire a couple or three good youngsters to write press release. WRITE them properly. That ought to be real easy. We could perhaps borrow them. There is one here on the Monterey Peninsula Herald--kid named Herb Hofelt or something like that---a good political writer. Probably Kennedy would give him a leave of absence. Must be plenty--even my kids at UCLA School of Journalism can do better than we're doing now. Bassett must have someone. These to work directly under a headman---under you, of course, but also under someone set up to handle it. Just needs an ordinary copy reader and editor. OR possibly this might be the place for any man Gros could spare. Tomlinson says he has a man named Rick Todd( you see, Tomlinson always knows about all these people) a former newspaperman from Sacramento. He says he is real good. Not quite big enough as I get it from others , but might be nominally put in charge of the whole operation.

5.

There is the last member of the team---if we can get a public relations man from Gros--or someone down there. Just a good operational man. BUT someone who has some understanding of VOTES. Seeing the Republicans are mad at Nixon and we have to get the Democratic vote as usual, it might be a good idea to find someone who thinks it's important whether the Angels or the Yankees win the pennant! As far as I have seen, the farther you keep all the people who have been doing our press relations AWAY from The Press, the more chance we have to Win with Nixon. I don't want to go into this here--- Honestly , Bob, I couldn't care less what about these arrogant brats. I mean personally. They'll certainly never cross my path again! But I care

very very much that they are increasing the legend that Nixon is rude to and mysterious with and doesn't understand The Press. Remember, this now also means radio and Tv and other means of communication with the public. I feel mostly definitely that we MUST do something about this. I know how many many things you have on your mind, and I have to some extent concentrated on this, which happens to be my business and in which I have been highly trained by the men who really knew how to do it. I can only beg you to believe how important it is. People often comment that Roosevelt won 4 times with ALL the newspapers in American against him. But remember, all 4 times he had the Working Press fighting tooth and nail and ever inch of the way FOR him.

As far as I can see--and I have explored the northern half of the state and of course have some contacts down there who know---the weakness of Brown and the way so many people really ~~RESIST~~ Detest him and feel he has done awful things can be used in each community. As impersonally as possible---and of course with some solutions. For instance I deal with Admiral and Mrs. Singleton up here--very potent citizens they are, too. Democrats forever. THEY are working like mad for Nixon because Brown has , they say, done such ghastly things about the Freeways here. Ahh this, of course, you know. But do let's get with The Press thing. I feel that Al Moscow will agree---and for him to be with Nixon means in the same sense a good public relations man should be. WITH HIM. To be consulted--listened to--at all times. Bless you. God be with us all---I do pray that we have the Best Man at t his time wi thout one qualm that that doesn't mean Nixon.

Yours as always

Adela

June 13, 1962

Dear Tom:

You were nice to take the time to write me. Like the piano player in the saloon, we did our damndest.

The second paragraph of your note is encouraging. You know without my saying, any time you might have free to help out in the coming months will be deeply appreciated.

Keep in touch with us, Tom.

Best regards.

Sincerely,

H. R. Haldeman

Mr. Thomas E. Smith  
George D. Buccola Investment Company  
3700 Newport Boulevard  
Newport Beach, California

Personal

File: S (Smith)  
x date



*ack*

**GEORGE D. BUCCOLA INVESTMENT COMPANY  
3700 NEWPORT BLVD. • P.O. BOX 1937 • NEWPORT BEACH, CALIF.**

June 12, 1962

Dear Bob:

Congratulations to you on the terrific outcome of the election. You certainly put together a fine team, and as the results showed, it certainly paid off.

I hope to be able to become more active in the general election.

Sincerely,

*Tom*  
Thomas E. Smith

Mr. H. R. Haldeman  
3908 Wilshire Blvd.  
Los Angeles, California

**PHONE MADISON 5-1960 • KIMBERLY 5-8491 • ORIOLE 3-1240**

Dan Waters

6-8-62

Bob Haldeman

Offer (Mr. Edward B. Smith, Bertero, Sword & Smith - L.A.)

Dan -

Attached is letter Waller Taylor  
received from a friend of his. Will you give him a call  
and see about getting him active?

File:  
x -  
x -  
Offers  
S (Smith, Ned)  
date

✓S (Sherman)

SEE STATE CENTRAL COMMITTEE \_ corres.

6-1-62

Letter to Lew Sherman - Berkeley -  
re: mix-up getting Candidate together  
with Assembly Candidate Art Fletcher.

May 15, 1962

Dear Hilary:

We secured three copies of the picture taken when you were here, Dick Nixon autographed them and they were forwarded to Fausto Yturria, at his request.

If you have not heard from Fausto, I would suggest you check this out with him. If he has not received the pictures, let me know and we'll certainly try to get three more.

We'll probably be seeking your advice and counsel again a little later on. Meantime, very best wishes.

Sincerely,

M. R. Haldeman

Mr. Hilary Sandoval, Jr.  
County Chairman  
The El Paso County Republican Party  
318 E. Yandell  
El Paso, Texas

File: Minor. & Natl.  
x S (Sandoval)  
x date

Bill Spencer

5-11-62

Bob Haldeman

cc: Jim Halley

Mrs. Kenneth Schecter, Bob Finch's sister, who lives in Los Altos, has written her concern about the lack of activity up there. She says there is absolutely nothing going on in that part of the Peninsula, that it's all Shell, with headquarters opening, great publicity and more recently, a tremendous rash of bumper strips. She says no one seems to be contacting our people from Palo Alto to San Jose.

Will you get in touch with Mrs. Schecter immediately, get her active in the organization and find out directly from her what is lacking, why, and what can be done to change the complexion of things without delay. I would also like a full report on this.

Mrs. Kenneth Schecter  
 23709 Arbor Avenue  
 Los Altos

File:  
 x  
 x  
 x  
 Nor. Calif. - Bill Spencer  
 S (Schecter)  
 No. Calif. Names  
 date

May 2, 1962

Dear Dick:

Sorry to be so long getting this to you.

Enclosed is a file of material for a trial-run by your group. The problem of traffic safety is one on which we hope to make some points.

If your gang can sift through this raw material, pull together a basic speech, and a general analysis of the subject and its possibilities, we would very much appreciate it.

There's lots more where this came from if this proves to be a successful venture.

Incidentally, we would appreciate your taking good care of this material. It is highly valuable to us and the owner -- and he wants us to return it eventually.

Thanks very much, and best regards.

Sincerely,

H. R. Haldeman

Mr. Richard R. St. Johns  
433 South Spring Street  
Los Angeles 13, California

File: Research - Speech Preparation (St. Johns)  
x x S  
x date

April 27, 1962

Dear Mrs. Scott:

Thank you very much for your letter of April 23rd. Our thanks too for the Support Sheet which you returned, and especially for your own contribution of \$25.00. The comments in your letter have been read with interest, and I want to assure you, such expressions are always gratefully received.

Unfortunately, the April 24th invitation extended to Dick Nixon conflicted with a long standing commitment with the Junior Chamber of Commerce Dinner in Pasadena.

At this time, I do want you to know the Schedule Committee is working on "A Day in the San Gabriel Valley", which will include as many stops and events as can be handled within the day's itinerary. Dick has made an earnest attempt to visit every county and specific areas within counties in the state, and will continue to do so throughout the coming months. Looking back at what he has done thus far is a bit staggering to all of us. Although travelling at break-neck speed, naturally there are still many areas to be covered in the months ahead, and this will be accomplished.

Thank you again for writing. Please know we appreciate your continued loyalty and active support.

Sincerely,

H. R. Haldeman

Mrs. Willard R. Scott  
20 Hampden Terrace  
Alhambra, California

File: Camp. Corres. - Comments-Suggestions  
S  
X -  
File

