

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	23	05/10/1962	Memo	Memo from RN to Bob Haldeman about publicity. 1 pg. Duplicate not scanned.
62	23	04/26/1962	Memo	Memo from Rn to Bob Haldeman about Virgil Pinkley. 1 pg.
62	23	05/10/1962	Memo	Memo from Bob Haldeman to RN about Harrison McCall. 1 pg.
62	23	05/10/1962	Memo	Memo to Al Moscow from Bob Haldeman. 1 pg.
62	23	05/10/1962	Memo	Memo from Bob Haldeman to Joseph Martin Jr. about Cummings' article. 1 pg.
62	23	05/11/1962	Memo	Memo from Bob Haldeman to RN about Mailing list. 1 pg.

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62	23	05/08/1962	Memo	Memo from RN to Bob Haldeman. 1 pg.
62	23	04/24/1962	Memo	Memo from RN to Haldeman about attached articles by Ray Vicker. 1 pg. Newspaper clippings not scanned.
62	23	05/10/1962	Memo	Memo from Bob Haldeman to RN about attached correspondence from Ken McCormick. 1 pg.
62	23	05/07/1962	Memo	Memo from Rose Mary Woods to Bob Haldeman about attached letter ffrom Ken McCormick. 1 pg. Duplicate not scanned. Attached to previous.
62	23	04/24/1962	Memo	Memo from RN to Bob Haldeman about mail. 1 pg.
62	23	04/24/1962	Memo	Memo from RN to Bob Haldeman about information to our key people. 1 pg.
62	23	05/07/1962	Memo	Memo from Bob Haldeman to RN about your memo of May 4th. 1 pg.

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62	23	05/04/1962	Memo	Memo from RN to Bob Haldeman. 1 pg.
62	23	05/02/1962	Memo	Memo from Bob Haldeman to RN. 1 pg.
62	23	05/02/1962	Memo	Memo from Bob Haldeman to Charles Farrington Jr. 1 pg.
62	23	05/07/1962	Memo	Memo from Bob Haldeman to Al Moscow. 1 pg.
62	23	05/04/1962	Memo	Memo from RN to Bob Haldeman. 1 pg. Attached to previous.

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62	23	05/04/1962	Memo	Memo from Bob Haldeman to RN about Jack Drown's weekly call to Bill Knowland. 1 pg.
62	23	04/23/1962	Memo	Memo from Bob Haldeman to RN about Law Enforcement Task Force. 1 pg.
62	23	04/13/1962	Memo	Memo from Bob Haldeman to RN about Eisenhower Administration people in CA. 1 pg.
62	23	04/13/1962	Memo	Memo from Bob Haldeman to RN about Legionnaires. 1 pg.
62	23	03/26/1962	Memo	Memo from RN to Bob Haldeman about Legionnaires. 1 pg. Attached to previous.

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62	23	03/29/1962	Memo	Memo from Bob Haldeman to RN about Dave Henley- Palm Springs trip. 1 pg.
62	23	03/27/1962	Memo	Memo from RN to Bob Haldeman. 1 pg. Attached to previous.
62	23	03/27/1962	Memo	Memo from RN to Bob Haldeman. 1 pg.
62	23	02/27/1962	Memo	Memo from Bob Haldeman to R.H. Finch. 1 pg.
62	23	03/29/1962	Memo	Memo from Bob Haldeman to RN about Democrats for Nixon committee. 1 pg.
62	23	03/26/1962	Memo	Memo from RN to Bob Haldeman about Democrats for Nixon committee. 1 pg.
62	23	04/02/1962	Memo	Memo from Bob Haldeman to RN about Joe Holt. 1 pg.

Nixon for Governor

To: **Bob Haldeman**
 From: **RN**
 Subject: **Publicity**
 Distribution:

Date: **May 10, 1962**

5/16
Sandy
Will you + Colton
pls write up
this paper by
tomorrow?

It seems to me that the one thing our campaign organization has to do is to get our story across (and this includes, Quinn, Ziegler, Reynolds and the literature writers, the backgrounders - Moscow, etc.)

There are five messages in our first four months of campaigning that have not gotten across. They are:

1. The intensity of my campaign -- nobody knows about it.
2. The size of the crowds -- people seem surprised when they see large crowds.
3. The person-to-person character of the campaign has not gotten across.
4. The friendly reception that we receive from the crowds.
5. How well the different points have been received -- that I have been discussing state issues precisely scores of times.

Rec'd
5/17
a.m.

I want something in the way of maybe a background paper to all hands -- maybe a letter that you or McClellan write to 1000 or 2000 campaign workers and leaders so that they can start emphasizing these points. Our own immediate people - Quinn, et al should start getting this across to the press who are covering.

There should be a memo of this type developed immediately for Mazo, Moley, etc., as well as may be a canned column to go out to all the weekly and daily papers in the state.

In these areas it seems to me we have had a failure up to now and it is time to correct it as well as we can.

Nixon for Governor

To: **Bob Haldeman**
 From: **RN**
 Subject: **Publicity**
 Distribution:

Date: **May 10, 1962**

*5/16
 to Sandy & Catton
 Will you & Catton
 pls write up
 this paper
 tonight 2/1*

It seems to me that the one thing our campaign organization has to do is to get our story across (and this includes, Quinn, Ziegler, Reynolds and the literature writers, the backgrounders - Moscow, etc.)

There are five messages in our first four months of campaigning that have not gotten across. They are:

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

To:
From: **Bob Haldeman**
Subject: **RN**
Distribution: **Virgil Pinkley**

Date: **April 26, 1962**

*to ef
5-2
"Pls. draft a
good reply for
me to send
RN"
HWN*

I am posing to you some of the questions and suggestions which were posed to me in Virgil Pinkley's letter. Would you please advise me whether these things are being done.

"In connection with the Republican organization in California, I wonder if you are satisfied with the setup? Is there a Young Republican group earnestly at work on the campus of every Junior College, college and university in the State? Does each Women's Club have its Republican group supporting Richard Nixon? Is there a Nixon disciple working with the zeal of a missionary in each service club in each city?

"With the registration as it is in our state, plus many other matters, I do not feel that it is possible to have too many individuals and groups really working on behalf of the GOP and Richard M. Nixon in the doorbell-ringing and stamp-licking levels."

RN:ma

RN

5-10-62

Bob Haldeman

Harrison McCall

Harrison McCall has agreed to serve as Statewide Policy Committee Coordinator for the campaign, and as such will provide a focal point for the old-timers to work with, take their suggestions to, etc.

We are working Harrison into the various meetings and activities so he will be fully conversant with the entire campaign operation.

He is planning to devote his afternoons and evenings to this task.

I would recommend a letter thanking him for taking on this assignment.

File: RN memo file
x - McCall, Harrison
x - date

Al Moscow

5-10-62

Bob Haldeman

RN suggests you point out in all of your press conversations the fact that he has taken on the whole complex of the reactionary right at great political and personal risk, etc.

He also suggests that we try to get some of the more responsible press people to question the validity of Shell's poll - with pointed inquiries regarding size of sample, type of sample, qualification of interviewers, statistical validity and weighting of regional variations -- and any other technical terms you can think of to toss into the conversation.

File: Pub. Rel. = Al Moscow
x RN memo file
x date

Joseph Martin, Jr.

5-10-62

Bob Waldeman

Cummings' article

RN suggests that the attached Cummings article should be sent to all editors in the state. He also feels it should be sent from other than RN headquarters. Is this something you would be in a position to do as National Committeeman?

File: X
X - RN - memo file
X - Newspapers - Editorials - Reactions
X - Cummings (C)
X - date

RN

5-11-62

Bob Haldeman

Mailing List

The mailing list has been thoroughly reviewed. To make certain no oversights occur in the future, one staff member here is now responsible for transmitting all information to the mail house.

The list has been divided into 25 specific categories, and mailings will be requested by list number or numbers, according to what is involved.

Where we have discovered an omission because a name had not been added to the mailing list, we are providing an up-to-date supply of all material issued thus far.

File: Mailing List
x RN Memo file
x date

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

To: **Bob Haldeman**

Date: **May 8, 1962**

From: **RN**

Subject:

Distribution:

I am attaching a memorandum I received from Jerry Reynolds. It seems to me that all memoranda of this type should go through some sort of clearance before it reaches me. I, of course, want to know what people on the staff are thinking but, as you know, in this instance the Knight thing is being handled by McClellan and the worst thing that could happen would be to get people who were unsophisticated and unknowledgeable into the act.

*Ret. to
Rm. 11*

INTER-OFFICE MEMORANDUM

Nixon for Governor

file

To: Haldeman

Date: April 24, 1962

From: RN

Subject: Attached Articles by Ray Vicker

Distribution: Haldeman/ Finch/ Barber et al

I have just read these articles again and I would like to suggest that each of you do so.

RN

5-10-62

Bob Haldeman

attached correspondence from Ken McCormick

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

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

*Reported
Corrections*

*File: RN Memo file
X X Book
X date*

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

To: **Bob Haldeman**

Date: **May 7, 1962**

From: **Rose Mary Woods**

Subject: **Attached Letter from Ken McCormick**

Distribution:

As you will note, RN has suggested we send this to you for information and any action which is feasible. Also, he is asking for a report on how wide-spread this feeling is.

Attachment

Bob Haldeman

April 24, 1962

RN

(Confirming telephone message)

MAIL

I want you to put one of your experts on the mail and find out how far it is behind and make an immediate plan for getting this backlog out. I want to know what has been done on this by the end of this week.

NK -
"see what
the trouble is"
4/28

Bob Haldeman

April 24, 1962

RN

Information to our Key People

I think we should get to our key people - in flashy form -
the state issues I have been talking about.

to CF 4/28

RN

5-7-62

Bob Waldeman

Your memo of May 4th - No. Calif. Contributors

cc: Lois Gaunt

I wrote Milt Esberg May 2nd on this subject.

It has been suggested Northern California follow the same procedure set up for Southern California, with their lists sent direct to Lois for acknowledgments from here.

Also suggested to Milt he get a complete list of the Northern California Finance Committee to Lois so a thank-you can be sent for their service in this capacity.

Believe we have this one straightened out.

File: Finance - No. Calif.
x - RN memo file
x - date

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

To: **Bob Haldeman**

Date: **May 4, 1962**

From: **RN**

Subject:

Distribution: **Loie Gaunt**

Paul Davies told me on the phone the other day he had gotten complaints from people saying they had received nice letters from Christopher thanking them for their contributions but had received none from us.

Would you check and let me know what the trouble is. I think we need to write these people. However, if Maury Stans made the decision that we not write them let him talk to Paul Davies and explain it.

Davies said that Milt Esberg is the one who has the names and addresses and if we are sending out any type letter I would like to have someone contact Esberg and see that the contributions from the people in the north are acknowledged.

RN

5-7-62

Bob Haldeman

We have discussed the possibility of your talking to Holt, and recommend that you not do so.

File: RN memo file
x - H (Holt)
x - date

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

To: **Bob Haldeman**

Date: **May 4, 1962**

From: **RN**

Subject:

Distribution:

I think it is vital that all of our chairmen and our finance chairmen throughout the state at least receive copies of what we are saying. They have to have material to answer the complaints which they receive peddling the line which Brown and Shell are convincing people of that I am not talking about state issues.

You will recall I mentioned to you that Paul Daview had not seen my water speech when I talked with him the other day.

I would like to have a report the first of the week as to the classification of the people on the mailing list to receive all of my speeches.

Ref to CF
see "Mailing list" file

RN

5-2-62

Bob Waldeman

Per your request, I asked Waller Taylor to call Jack McCarthy regarding McCarthy's reported remarks at Salinas.

Waller did so -- and reports that McCarthy said he neither feels that your defeat would lead to the revival of the Republican Party in this state, nor has he ever said this. He further said he has more intelligence than to pick Salinas as the locale for such a remark - if he did decide to make it - but he won't.

File: RN memo file
✓ x - Mc (McCarthy)
x - date

Charles Farrington, Jr.

5-2-62

Bob Haldeman

Regarding the attached copy of a memo from RN,
can you handle this one specifically, please -- and also
give me your recommendation as to how to handle this
problem in general?

In your opinion, is it feasible to put all such people
on the list for regular releases, and if so - let's get it
done.

File: Mailing List
x - - RN memo file
x - - date

Al Moscow

5-7-82

Bob Haldeman

Will you follow through with Tom Duggan and George Putnam per RN's suggestion in his memo, attached. Also get the word to the friendly commentators and columnists throughout the state.

Please report back to RN, with a copy to me.

Many thanks.

File: Cand. - RN memo file
X - Moscow
X - date

INTER-OFFICE MEMORANDUM

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

To: Bob Haldeman

Date: May 4, 1962

From: RN

Subject:

Distribution:

It should be suggested to both Tom Duggan and George Putnam that the week before election, as a routine matter, they might indicate to all voters -- Democrat and Republican -- that they can write in a name in the primary even though the man they want to vote for is not in their party.

Also, try to get friendly commentators and columnists throughout the state to do some work on this.

RW

5-8-62

Bob Haldeman

We are keeping in touch with Ken Favell. Alice Leopold reports she has had several interesting and satisfactory meetings with him.

Also, we will follow-up on Paul Bagwell's idea of letters from outside California immediately after the primary.

File: Labor
✓ x - RN memo file
x - date

RN

5-2-62

Bob Haldeman

Paul Keyes

I talked with Paul Keyes on the telephone today and we have agreed that he will come out here as soon as possible, probably May 23rd, and will remain through the primary and at least several weeks in June.

Paul is coming as a volunteer. We will pay his expenses.

It is my intention to put him to work immediately, while he is still in New York, on plans for the Telethon. We will move him into this full scale immediately upon his arrival here.

I was extremely impressed with his attitude and grasp of what we are trying to accomplish, and think he will be a tremendous asset.

File: Paul Keyes
x - RN memo file
x - date

Bob Haldeman

Jack Drown's weekly call to Bill Knowland

Jack Drown talked to Bill Knowland on Wednesday and plans to make a weekly call to him from now on - each Wednesday. He will give you a report direct on results of conversations in the future.

- Knowland told Jack that he feels Shell may get 30% of the Republican vote.
- Said there is great general public apathy regarding this election; that he is not at all certain what the issues are - or should be - but feels you should hit Brown hard on the CDC. Knows you have done the latter, but does not feel it has come through strongly enough, as yet.
- Said he knew money was tight.
- Felt you were right in not attacking Shell -- but is still concerned about your Birch statements - and about the general feeling that you are going to repudiate Rousselot and Hiestand; of course feels strongly that you should pound hard in the other extreme as much as possible.
- Jack asked the Senator when he was going to endorse you - and he said he had not yet decided whether to make a pre-primary endorsement. This indecision was apparently furthered by his understanding gained at the Publishers' meeting that neither the Chandlers nor the Copleys were going to endorse in the primary.

RN

4-23-62

Bob Haldeman
Law Enforcement Task Force

We have checked with Pete Pitchess regarding his heading up a Law Enforcement Task Force.

He feels that the law enforcement issue should be soft-pedaled in the campaign since it is not an issue upon which the Brown Administration is most vulnerable. Pitchess also feels that it is difficult to attack Brown and Mosk without casting aspersions on the average law enforcement officer - - especially in the way it comes across to the press.

Pitchess recommends that we attack Brown for specific positions which he may have taken which have a law enforcement aspect - - but not relate the attack to a broad sweeping issue of law enforcement in the state of California. Thus, we should attack Brown for refusing to call a session to deal with the narcotics problem in 1960, instead of saying that narcotics is sweeping the state and overrunning the law enforcement people, etc.

Pitchess also feels that it would not be desirable for him to be in the position of clearing your statements on law enforcement. He thinks he can be more effective as a free agent, where he can truthfully say he was not involved in the preparation or clearance of your material.

File: S & I Law Enforce. Task Force (Crime)
x - RN memo file
x - P
x - date

RN

4-13-62

Bob Haldeman

Eisenhower Administration people in California

Alice Leopold has been working on compiling a list of these people and has already contacted some.

Our San Francisco people have been in touch with Phil Ray and I feel sure we can get him active.

Ivy Baker Priest Stevens is sitting out the primary, but says she will work in the general.

File: Eisenhower Adm. people
x - Cand. - Memos to
x - date

RN

4-13-62

Bob Haldeman

Legionnaires

We have followed through on contacting the Veteran types covered in your memos written right after your attendance at the Legion meeting in Ventura, and they will be brought into the organization at the proper level in each case.

I agree that one of our best sources for Democrat names and our "Democrats for Nixon" committee can come from the Legion, and the Veteran group is working on this basis.

As you probably know, they have Al Weinberg working full-time down here, and Jack Flynn is putting in a great deal of time in the field up north on this project.

File: Veterans
RN - Memos (Candidate)
date

INTER-OFFICE MEMORANDUM

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

To: Bob Haldeman

Date: March 26, 1962

From: RN

Subject: Legionnaires

Distribution:

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Back to the Legion Affair. I am confident that one of the best sources for fairly good names of Democrats for our Democrats for Nixon Committee can come from the Legion.

RN

3-29-62

Bob Haldeman

Dave Henley - Palm Springs trip

Henley was not sent to Palm Springs to cover
Kennedy's activities.

He did go to Palm Springs for part of the weekend
for personal pleasure, and offered to check around a bit, while there,
with the press group covering Kennedy to see what was going on.

File: RN
x - chron.

N i x o n f o r G o v e r n o r**To:** Bob Haldeman**Date:** March 27, 1962**From:** RN**Subject:****Distribution:**

I was rather mystified to learn from Sandy Quinn that Henley had been sent down to Palm Springs to "cover" Kennedy's activities there. I can't possibly imagine what he could have learned by being on the spot that we couldn't have learned from one of the newsmen, like Bob Hartmann, whom we know through placing a telephone call.

On the other hand when I asked Sandy what was being done to anticipate Bobby Kennedy's conference on crime and to plant questions and prepare a counter-attack, he had no information except that "someone was supposed to attend it."

It would appear to me to be a "must" to have some of our people unload on Bobby while he was here with regard to California being first in crime in the nation and otherwise to get our point of view across. The least that could have been done it would seem would be to contact the various candidates for attorney general and to suggest that they see the golden opportunity of making a little news on their part in this respect.

Nixon for Governor

To: Bob Haldeman

Date: March 27, 1962

From: RN

Subject:

Distribution:

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R. H. Finch

2-27-62

Bob Haldeman

cc: Research Dept.

RN wants to be sure that we are prepared to move on the Crime Program and strong endorsements of same by Pitchess et al immediately after Bob Kennedy's Crime Group meeting here in March. I believe the date is the 24th.

File: S & I - ~~Crime~~
x - Research ✓
x - Finch
x - Chron. (follow-up)

RN

3-29-62

Bob Haldeman

"Democrats for Nixon Committee"

We have already been distributing "Democrats for Nixon" bumper strips, and will continue to do so through the Bumper Strips Flying Squads.

We have accumulated a substantial number of Democrats and will pull these together to announce a "Democrats for Nixon Committee", although I think this should be discussed further before actually being done.

The primary problem is lack of good big names to head up the Committee. It was our feeling that these would be more readily available after the primary. However, if you want the Committee announced beforehand, I am sure we can do so with an adequate list.

File: "Democrats for Nixon Committee"
x - RN
x - chron.
x - follow-up

Nixon for Governor

To: Bob Haldeman

Date: March 26, 1982

From: RN

Subject: "Democrats for Nixon Committee"

Distribution:

I believe very strongly that we need "Democrats for Nixon" stickers and a Democrats for Nixon Committee at the earliest possible time.

I know that there has been some talk that we shouldn't have that kind of approach - that we should simply make it "Californians for Nixon." I find, however, in the receiving lines, etc. that there is considerable appeal for the Democrats having their own committee for me. I particularly want the people who run these various receiving lines to watch for the registration - when the individual is a Democrat - get the name so that when we announce the "Democrats for Nixon Committee" we can have several hundred names on it.

RN

4-2-62

Bob Haldeman

Joe Holt

Talbot Callister, our Los Angeles County Chairman, talked with Joe Holt the other day and felt that you should know that Holt is not planning to become active ~~for~~ your campaign unless you personally ask him. He feels you have owed him a telephone call for over a year.