

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>
35	7	09/17/1968	Letter	From Robert Finch to Sherman Unger Re: Copy of paper by National Cotton Council. 1 pg.
35	7	n.d.	Letter	From Nixon to LBJ Re: Meeting between Frank Lincoln and Charles Murphy on transition. 1 pg.
35	7	09/27/1968	Letter	From Paul Davies to Nixon Re: Campaign advice on dealings with business community. 5 pg.
35	7	n.d.	Letter	From Claire Chennault to Nixon Re: Campaign aid from Democrats & Independents in the South. Also, note from Anna Chennault. Also, letter from Claire Chennault to Nixon. Also, letter from James Noe to Claire Chennault Re: Campaign
35	7	09/23/1968	Letter	From Lawrence Mead, Jr. to Registrar of Voters Re: Sending absentee ballot to New York. 1 pg.
35	7	09/24/1968	Letter	From William Timmons to Haldeman Re: Thank you note for Louis King from Nixon. Also, letter from James Denvir to Louis King Re: Car rental during National Convention. 2 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
35	7	09/13/1968	Letter	From William Horton to Haldeman Re: Meeting in New York. 1 pg.
35	7	6-9/1968	Other Document	Copy of address label from Nixon for President Committee to Larry Higby. 1 pg.
35	7	06/17/1968	Memo	From DC to John Mitchell and Haldeman Re: Changing office staff appropriately to reach various citizens' groups. 3 pg.
35	7	06/09/1968	Memo	From DC to Haldeman Re: Pollsmanship. Use of poll numbers to determine higher priority campaign states. Also, handwritten notes on poll implementation. 4 pg.
35	7	06/09/1968	Report	From Haldeman Re: 1968 Campaign review and future planning with reference to Kennedy assassination. Emphasizes television appearances over public exposure. 4 pg.
35	7	06/17/1968	Memo	To Buchanan Re: Lower voter turnout in Chicago Primary and Wallace's settlement. Also, newspaper clipping from Washington Post Re: Wallace interest in coalition government. Also, newspaper clipping Re: Lower voter turnout in Chicago Primary. 3
35	7	05/05/1968	Memo	From PJB to DC Re: Huston's role and memorandum on May 1st. 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
35	7	n.d.	Memo	To Mitchell from Haldeman Re: Notes on PJH from DC. 1 pg.
35	7	n.d.	Memo	To-do list and questions for Mitchell, Ellsworth, and Buchanan. 1 pg.
35	7	06/21/1968	Memo	From DC to ? Re: Rockefeller mailing for New York. 1 pg.
35	7	06/11/1968	Memo	From RM Woods to Haldeman Re: Meeting between Woods, Haldeman, and Pat Hillings. 1 pg.
35	7	06/17/1968	Memo	From DC to Haldeman Re: Lewis recommendation for magazine article and book. Staffing for both projects. 1 pg.
35	7	n.d.	Memo	To Haldeman from ? Re: Budget, and background materials for meetings. 1 pg.
35	7	n.d.	Memo	To Nixon from RM Woods Re: Staffing changes, future use of telethon. 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
35	7	06/22/1968	Memo	From DC to Haldeman Re: Official response to media requests. 1 pg.
35	7	06/21/1968	Memo	Re: Talk with Mitchell and Haldeman about Bryce Harlow, prepared statements, and assigning responsibility. 1 pg.
35	7	06/18/1968	Letter	From Guy Smith to RM Woods Re: If Rockefeller would support nominee after losing nomination. 1 pg.
35	7	06/19/1968	Letter	From DC to Haldeman & Dwight Chapin Re: Going alone to meetings/luncheons. 1 pg.
35	7	06/19/1968	Memo	From DC to Haldeman Re: Compiling a library of Humphrey's more radical televised statements. 1 pg.
35	7	06/20/1968	Memo	To Haldeman from Rose Mary Woods Re: Ordering 5000 copies of Chicago Tribune during Convention. 1 pg.



State of California
 LIEUTENANT GOVERNOR'S OFFICE
 SACRAMENTO
 September 17, 1968

ROBERT H. FINCH
 LIEUTENANT GOVERNOR

Are you kidding?
Have staff (Greenman?) meet with Mr. Horne.
H

Mr. Sherman Unger
 Nixon for President Headquarters
 450 Park Avenue
 New York, New York

Dear Sherm:

This is a copy of the paper presented at the RN meeting in San Francisco by the National Cotton Council. RN wants to follow it up with a meeting with Mr. Horne and the appropriate staff as soon as possible.

Doc.

Sincerely yours,

Robert H. Finch
 Lieutenant Governor

Greenman will follow up w/ mtg. He is a friend of Horne's

→ File

RN

This letter is needed to enable Lincoln to talk to Murphy. Is it OK?
#.

draft - letter to LBJ

Dear Mr. President:

In response to your suggestion, I have designated Mr. Frank Lincoln as my representative to meet with Mr. Charles Murphy on matters relating to the transition.

~~I appreciate your cooperation.~~

Sincerely,

RN

PAUL L. DAVIES
P.O. BOX 760
SAN JOSE, CALIFORNIA 95106



September 27, 1968

SPECIAL DELIVERY

Mr. Richard M. Nixon
Key Biscayne Hotel
Key Biscayne, Florida

Dear Dick:

I am afraid you will never see this letter due to the pressures of the campaign and the many layers of campaign executives that are essential to insulate you from the host of well-meaning supporters that would like to personally take the time which you have none. I am equally conversant with the necessity of organization and your having to delegate major decisions on campaign policies to those who are giving more than full time to the prosecution of your campaign.

However, you and I have always been perfectly frank with each other over the many years of our friendship. You no doubt remember our discussions after the 1960 campaign and my making the arrangements for you to practice law in San Francisco which you subsequently decided against. At your request I actively served on your ill-fated campaign for Governor, both as your Finance Committee Chairman for Northern California and helping set up key people to work on your campaign throughout the State.

I have never waived in my firm conviction that for the welfare of our country you should be President. I suggested the Business Advisory Committee For Richard Nixon program, and at your request recruited the first twenty-five members of that Committee at the Business Council meeting in May, and have worked actively with Barry Leithead and George Champion in enlarging the committee activities since its inception.

I'm sure I don't need to tell you I want no favors or position in government if you are elected, but I am very concerned about the way one segment of your planning for post-election programs is being handled and the lack of what I consider key business leaders in our country who are devoting time and thought to recruitment of members of key task forces to serve in laying out plans that will be ready to be put into effect next January.

A week ago today I attended a meeting of Secretary Fowler's ten-man Business Council Treasury Liaison Committee on which I have served for many years. A number of your friends, such as Roger Blough, Fred Donner, Keith Funston, Tom Gates and Harold Boeschenstein, serve on that Committee.

Tom Gates spoke to me, knowing of my active interest in your campaign and asked who was giving thought to setting up task forces for you for various segments of necessary planning. I said I did not know and he said he had been contacted by Paul McCracken and asked to head up the National Security Task Force.

He said he would do anything to help he could, but he would not take on an assignment such as this without knowing from someone he had great respect for, or from yourself, what you expected to be done, who the panel members were to be and how the plans developed would be considered and by whom.

I think you know I spend a portion of my time in California on the affairs of FMC Corporation, from which I retired as Chief Executive in 1966, and the major part of my time in New York as a Senior Partner of Lehman Brothers. Lucius Clay is also a Senior Partner of that firm and, as you know, has been most active in fund raising for the Party, and more recently for you. He is willing to do anything you would like him to do to be helpful.

Jack Bierwirth, who is one of New York's top citizens and a close friend of mine, has been Chairman of Federal Reserve of New York and is on many top Boards. He had a long meeting with Bill Martin the other day. He had a message he was very anxious to get to you. He talked to both Barry Leithead and me about how to get the message to you and Barry tried to get Mr. Mitchell and couldn't. He left word with Mr. Mitchell's office to have Mr. Mitchell contact Mr. Bierwirth, but nothing has happened. Jack left for Europe yesterday and is very upset because he felt what he had to say was important, and I do too.

I wanted to pass on to you, or get the message to you, of what I think is vital to both the money raising function and the success of your administration if you are elected, but I have left word with Mr. Holdeman's assistant and Mr. Mitchell's assistant asking that I be called, but that was almost a week ago and nothing has happened.

I fully realize the pressures of the campaign, the major tasks that involve primarily your getting elected, but I also know you need to have a group of advisors who have stature in the business community to help you in selecting people for these task forces in representing you in getting them to serve, and in letting people who want to be heard and who will contribute substantial amounts, if allowed to express their ideas to some individual or group of individuals they have confidence in. There is no way of this being taken care of now in your organization and there is a great deal of criticism in many business circles because this has not been taken care of.

You need perhaps an Advisory Committee of a few key people who will give their time unstintingly over the next several months, but particularly now, so people will feel you do have individuals who have respect of the business community working on the problems we discussed when I last met you in your apartment.

I suggest that men such as General Clay, Harold Boeschstein, Barry Leithead, Charles Mortimer and numerous others, including myself, would be willing to devote most of our time to helping recruit people for the important tasks that lie ahead, as well as acting as sounding boards for important people that must have their ideas listened to by someone they think has your ear, even though they do very sparingly.

I want to thank you for seeing Russell Giffen and Albert Russell in San Francisco. They are out working hard for you and are raising money in the South amongst growers and industrialists for your campaign. Both these men would be very valuable members of an Agricultural Panel that should be working now on agricultural programs. Their ideas are sound and not self-serving.

I am sorry you haven't been able to see Mr. Ferguson of the Lykes group. I talked to him yesterday. They are sending a substantial contribution and will give more, but they should be able to talk to someone about ideas they want to express. They want no commitments whatever, merely an opportunity to express to someone they have respect for, what they feel is important in their particular sphere.

I flew to San Francisco yesterday for an FMC Board meeting today and will be on the Coast all of next week. I hope to raise some money for Maury with the shipping interests on the West Coast next week.

I'm doubly concerned about the necessity for some action of the type I recommend above in view of my partner in Lehman Brothers, George Ball, announcing his resignation as Ambassador to the United Nations and becoming active in Humphrey's campaign.

George stands very high in the business community, is a tireless worker and you can rest assured he will be active in passing on to Humphrey the sentiments of various groups and they will have confidence that George has Humphrey's ear.

I just had a telephone call from Steve Bechtel, who is in New York at a Ford Foundation meeting, saying he had had dinner last evening with Irwin Miller, President of Cummins Engine Company. Irwin was Chairman of the Rockefeller-For-President Committee and is one of the richest industrialists in the country, also a great citizen. He is President of the National Council of Churches and is on a number of Boards, including American Telephone and Equitable.

He says Miller would like to actively work for you, bring along a number of his committee members, and give substantially, but he's never met you and wants to do so. I don't know who to pass this on to but I think even with your crowded schedule it's important and he'll fly anywhere you say to sit down with you for ten minutes. I can understand his feeling about being in position to say he's met you, although I'm sure some of your lieutenants won't feel you should spare the time.

In conclusion all I really want to say is that there is a real area in your campaign and future planning organization that needs strengthening and you must get the proper people to serve. Unless you let the public know in some way that people they have respect for in the business community are actively working on planning for policy and recruitment of good people to do this, and unless you provide a channel for ideas to get to you that your supporters feel important, you will not get the cooperation from the business and financial community you should.

I do want you to know I'm anxious to help in any way I can. If you wish to designate someone to listen to my ideas in more detail, I'd be glad to express them in person as it would be much easier to do than to try to get them in coherent fashion in a letter.

I think Pat and you and your organization are doing a wonderful job in the campaign, I think our prospects are bright, but I think the opposition is going to be tougher in the ensuing six weeks.

Warm regards to Pat and to you.

Truly yours,

ORIGINAL SIGNED BY
P. L. DAVIES.
Paul L. Davies

vm

cc: Miss Rosemary Woods
Key Biscayne Hotel
Key Biscayne, Florida

Mr. John Mitchell
Nixon-Agnew Campaign
445 Park Avenue - 3rd Floor
New York, New York

Mr. Robert Holdeman
Wyndham Hotel
42 W. 58th Street
New York, New York 10019

Mr. Robert Holdeman
Nixon-For-President
450 Park Avenue
New York, New York 10022

(H)

*Bob H.
do you
mean just
to file?*

Tom Evans

*RW
by*

File

Dear Dick:

Today I received a letter from my good friend the former Governor of Louisiana, James A. Noe, enclosing a check for \$5,000.00, a donation to our campaign. As you are well aware, Governor Noe is a Democrat but he has told me many times that he did not work for Humphrey. His daughter, Mrs. Linda Noe Laine, was my personal guest at the Convention in Miami. She, too, had given me a contribution of \$500.00 Governor Noe is also a very close friend of the present Governor of Louisiana, John J. McKeithen. I think there should be some way to approach some of the independents and Democrats in that part of the country As you can see from Governor Noe's letter, he has very high regard for you. I think a personal letter from you to Governor Noe will bring fruitful results.

Another Democrat in Texas, Gordon McClendon of Dallas, is also a personal friend of mine. There are so many unhappy Democrats in the South, and so many of them in important positions, I wonder if it wouldn't be wise to approach them.

I am taking the liberty of sending you the Membership Roster of my Advisory Committee. We have our first meeting in my residence last Friday night. All of the twenty-three GOP Governor's wives, and a select group of Senator's wives, along with wives of Congressional leaders have agreed to serve. I am sure you will be happy to know that Mrs. Alice Longworth and Mrs. Jackie Cochran Mrs. Henry B. Loce and Mrs. Robert McCormick have all offered their

assistance. Pat Hitt is a wonderful person to work with and I have enjoyed my association with her.

We are all proud of your performance and we will continue to work for your success.

Cordially,

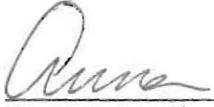
/s/ Mrs. Claire Lee Chennault

(Copies were also sent to Mitchell; Stans' Kalmbach; Pat Hitt/

9/16/68

Dear Rose:

I am sending you an extra copy of this letter
in the hope that you will make sure that it
promptly comes to Mr. Nixon's attention.


Mrs. Anna Chennault

September 16, 1968

The Honorable Richard M. Nixon
521 Fifth Avenue
New York, New York

Dear Dick:

Today I received a letter from my good friend the former Governor of Louisiana, James A. Noe, enclosing a check for \$5,000.00, a donation to our campaign. As you are well aware, Governor Noe is a Democrat but he has told me many times that he did not work for Humphrey. His daughter, Mrs. Linda Noe Laine, was my personal guest at the Convention in Miami. She, too, had given me a contribution of \$500.00. Governor Noe is also a very close friend of the present Governor, of Louisiana, John J. McKeithen. I think there should be some way to approach some of the independents and Democrats in that part of the country. As you can see from Governor Noe's letter, he has very high regard for you. I think a personal letter from you to Governor Noe will bring fruitful results.

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We are all proud of your performance and we will continue to work for your success.

Cordially,

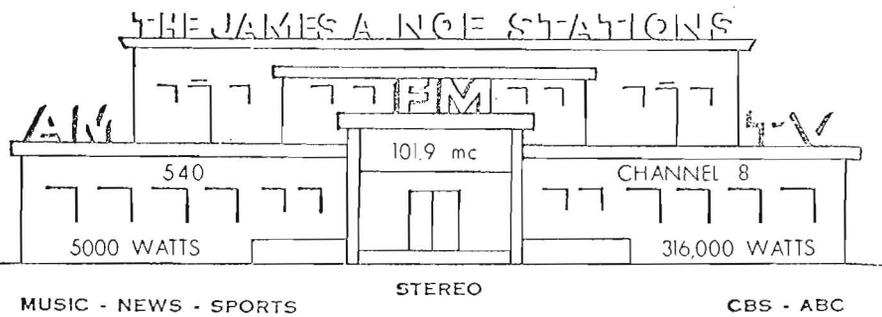
Mrs. Claire Lea Chennault

Enclosures

cc: John Mitchell
Maurice H. Stans
Herbert W. Kalmbach
Mrs. Pat Hitt

bcc: Miss Rose Wood (with notation)

KNOE



MUSIC - NEWS - SPORTS

STEREO

CBS - ABC

SERVING NORTH AND CENTRAL LOUISIANA, SOUTH ARKANSAS, WEST MISSISSIPPI

TELEPHONE 322-8155

KNOE ROAD

MONROE, LOUISIANA 71201

September 10, 1968

Mrs. Claire L. Chennault
2510 Virginia Avenue, N. W.
Washington, D. C.

Dear Anna:

Per our conversation I am inclosing my check for \$5,000.00 which is a donation to Mr. Nixon's campaign fund for the presidency.

Mr. Charlton Lyons of Shreveport asked me to donate also but I had promised you to give a donation so please mark this up as a \$5,000.00 donation from Louisiana.

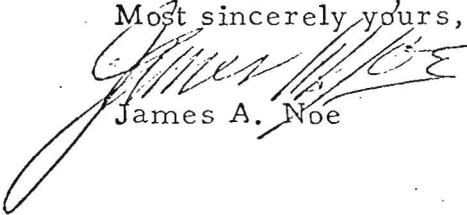
As you know, I had the pleasure of meeting Mr. Nixon on two occasions when he was Vice President, and I have never met a finer gentleman, and regardless of what his position was he was the last word in courtesy to everyone.

I am a Democrat as you know, and I have been for seventy-seven years because I was born a Democrat, but I will tell you that I am not going to vote for Mr. Humphrey, and I am going to tell them in a few days.

I wish you great success in your work in the next two months.

I am

Most sincerely yours,


James A. Noe

JAN/c

NOE ENTERPRISES, INC.

JAMES A. NOE, CHAIRMAN OF BOARD

JAMES A. NOE, JR., PRESIDENT

PAUL H. GOLDMAN, EXEC. VICE PRES. & GEN. MGR.

H-R TELEVISION, INC. - KNOE-TV

McGAVREN-GUILD CO., INC. - KNOE - AM & FM



Sent via Registered Mail, return receipt requested, Sept. 23, 1968.

September 23, 1968

bls

Registrar of Voters
808 North Spring Street
Los Angeles, California 90012

Gentlemen:

I hereby request an Absentee Ballot for the November 5th General Election.

I will be temporarily located at the Wyndham Hotel, 42 West 58th Street, New York, New York from now through the time of the November election.

My permanent residence is 805 Glenway Drive, Inglewood, California. That is the address at which I am registered as a California voter.

Please send the Absentee Ballot to the Wyndham Hotel address given above. If there is any additional information you need, please let me know immediately.

Sincerely,



Lawrence Bentley Mead, II

LBM:bs

N
Copy of this and attached letter sent to
Kay Odell 9/26.

bls 

Done

NIXON FOR PRESIDENT COMMITTEE,
NATIONAL HEADQUARTERS,
1726 PENNSYLVANIA AVE., N.W., WASHINGTON, D.C. 20006 (202) 783-4201

September 24, 1968

Mr. H. R. Haldeman
Chief-of-Staff
Nixon-Agnew Campaign Headquarters
450 Park Avenue
New York, New York

Dear Bob:

Recalling your memo soon after the convention requesting lists of individuals to whom "thank you's" should be sent, I recently received a copy of a letter from Pete Denvir about the outstanding services of Mr. Louis King in Ft. Lauderdale. He furnished us ten cars free and delivered them early too.

Could you arrange for a letter from RN to go to Mr. King? Attached is Denvir's letter with the address.

Thanks, Bob,

Bill

William E. Timmons

P.S. Also, would you double check to see if my original list received personal notes of appreciation?



August 12, 1968

Mr. Louis King
King Motor Company
700 East Sunrise Boulevard
Ft. Lauderdale, Florida

Dear Louis:

In behalf of Ed Stack and the entire Nixon organization I wish to thank you for your generous donation of ten cars for the use of the Nixon staff during the Republican National Convention.

Being familiar with the car rental business I am fully cognizant of the sacrifice you made both from a financial and a service viewpoint in depleting your stock at a time of maximum demand.

Without your assistance we would have had an impossible transportation situation at the convention. With your help we were able to accomplish a difficult task.

Again let me express the thanks of our entire organization.

Sincerely,


James E. Denvir
Campaign Co-Ordinator

JPD:gn

✓ BCC: Bill Timmons
Bill, please be sure a letter goes out from National Headquarters thanking Louis King.



McKinsey & Company, Inc.

Phone
File

NEW YORK · WASHINGTON · CHICAGO · CLEVELAND · SAN FRANCISCO · LOS ANGELES
LONDON · PARIS · AMSTERDAM · DÜSSELDORF · ZÜRICH · MELBOURNE

611 West Sixth Street
Los Angeles, California 90017
213 626-7501

September 13, 1968

Mr. H. R. Haldeman
Chief of Staff
Nixon Campaign Headquarters
450 Park Avenue
New York, New York 10022

Dear Bob:

It turns out that I will be in Washington for approximately two weeks between September 19 to October 1. While I am on the east coast I would be very interested in seeing you if you have time. I have tentatively planned to fly to New York over the two weekends I will be east. If convenient perhaps we could get together sometime during one of those two weekends. I understand the extreme pressures on your time and will certainly understand if we are not able to meet.

I saw Jo, your parents along with Millie, Susan and her boyfriend at the Music Center the other evening; all are well.

Cordially,

Bill

William L. Horton

Save

RN

NUMBER 2

June - July - Aug Sept
1968

Haldeman
Private

NIXON FOR PRESIDENT COMMITTEE
P.O. BOX 1968, TIMES SQUARE STATION
NEW YORK, NEW YORK 10036

Mr. Larry Higby
Nixon for President Committee
P.O. Box 1968, Times Square Station
New York, New York 10036

reg. Citizens Mtg
M-F-L-K

June 17, 1968

file

MEMORANDUM

TO: John Mitchell/ Bob Haldeman

FROM: DC

I am greatly concerned about the Citizens Organization. I think it is long on personnel (I understand there are approximately 50 people in the Washington office), long on organization charts, and short on hard-headed follow-through which produces votes which cross party lines.

The problem here is Evans. Rhyne is a very good front man and a stimulating leader. He, however, did not undertake the nuts and bolts side of the operation. Evans tends to be bullheaded and also is more interested in his personal publicity than he is in his production.

This does not mean that he cannot be valuable as a front man. It does mean that we need a Huston type under him or alongside of him who will constantly prod him and push him and if Evans doesn't do it, will see that action is taken on a concerted basis.

One thought that occurred to me would be to ask Murray Chotiner to drop in for three or four days and set up some procedures which they can follow through on. I think that Murray could come to Washington with no particular problem whereas coming to the campaign headquarters in New York would pose a problem - as we recognize.

→ Another thing -- in a different sense is to enlist Hiram Fong and one of Hiram's assistants to set up the Fong Plan idea. The difficulty with the Evans operation - from the committees I have seen listed so far -- is that it is limited to the elite -- doctors, lawyers, etc. Far more important are other committees which have a much broader base. I refer not only to realtors, insurance men, but also to those lower and middle income brackets which the Fong Plan emphasized barbers, beauticians, etc.

Need someone to compete w/ Evans + run road - Pat Gray type
fight control of budget - they're overstaffing
small budgets/people - large for things
Zero in on key states Pa + Ill Veterans + Calif
Shideman JD age group is our weakest area

I feel, also, that Skidmore could be useful here. Evans, of course, is down on Skidmore as are many people in our organization. Skidmore did a buperb job on the New Jersey write-in. All you have to do is to give him some assignments and point him in the right direction and send him charging off.

One of the most effective ways we can cut the Wallace vote in the South is to organize Citizen groups of this type.

In another area, it is imperative that we go forward with the Citizens side of the women's organization. Pat Hitt, of course, is in overall charge but she must and should devote her primary time to the Republican Women's Organization. We need to broaden this operation to include the General Federation of Women's Clubs, the auxilliarries of the various veterans organizations and fraternal organizations, the Junior League types, the Business and Professional Women's Clubs, the Executive Secretaries Association, etc. What I must emphasize most strongly is that both among women and men the effort is immensely more successful if it is completely separate from the Republican organizations. Again, where we can really cut into the Wallace voge in the South is through this device and also in other areas.

I think that one way we can make this effort more effective is to limit it to the battleground states. I would have only paper organizations in other states where we figure we are in or where we figure we have no chance at all. I would make an all-out effort, for example, in Ohio, Illinois, Pennsylvania, New Jersey, Michigan, California, and Texas. And then in North Carolina, South Carolina and Georgie -- the Southern states that we did not win in 1960 but might win in 1968 - a similar effort should be made. As far as the rest of the country is concerned, I would not publicly ignore it but within our organization beam only at the states I have mentioned.

In that connection, be sure to go forward with farmers for Nixon. This will tend to hold the agricultural states in which Humphrey might try to cut into our strength and also will help us immensely in the South. Here we have to broaden Spitzer's group to include fellows like Bill Camp in California, who worked the Democratic side of the street and also we should include some of the non-Farm Bureau oriented groups.

When we talk about getting Democratic and Independent groups, we must remember that this organization is our best device for doing so and we must get toing on this project.

There is nothing more important in terms of getting across the Party line than to go forward on these Citizen groups. What we must do is to move now so that we deny some of them to Humphrey.

We should be able to have a considerably greater impact in such groups than Humphrey has. In other words with McCarthy and Kennedy out of the race and with Rockefeller not being a factor after the convention those who want to change or the independent voter can go with us. An indication of our potential strength here is that in Gallup's Poll we run better against Humphrey among Independents than does Rocky. This is a tremendously important figure and it is the Citizens Groups that can appeal to this bloc of votes.

#####

file *McCom*

June 9, 1968

MEMORANDUM

TO: HALDEMAN
FROM: DC
RE: POLLSMANSHIP

I would like for you to follow up on this with Garment, Mitchell et. al. The Rockefeller people will be distributing national and state polls showing that he would run better against the various democrats than I would. Of course, all of those now will go in the ash can in so far as showing trial heats with Kennedy are concerned.

I think one possible counter-attack we can use is to pick out those states where we have polls which show us running better against Hubert than Rockefeller would. As I recall, the Iowa poll was one of these. I know that this was the case in Florida in Ed Gurney's poll and Bachelder's poll in Illinois is another one. I think giving these polls some distribution might be quite important, because what really counts is not what the poll shows nationally, where there will be distortion because of the heavy influence in New York and other states that no Republican will probably carry, but what happens in key states that we have a chance to carry like, Florida

(southern state), Iowa (Corn Belt) and Illinois (a Heartland state). Of course, in this game, they can play it too, but we don't want to leave the impression that Rockefeller is uniformly stronger than we are against Hubert.

#

Planning re polls & their use

- utilize Batel stuff on Ill Pa NJ
prob in Ohio
analyze Iowa increase
- question Batel capability on major polls
- what is polling plan
- RN says 2 sets
 - one wk before Conv -
analyze VP News on regl basis vs Dem
incl rep. farm state
6 major states
 - after Conv reg. samples every wk or 10 days
- ck Key states - ie Conn

expand speakers - ck McW re who are best

- Cong Gov Sen - add our people ie Judd Fodge, etc.
- sports people - Wilkinson, Stan
- Coordinate w/ sched - use to fill sched prob.

tour office in NY?

Citizens - hard-nosed guy to run it - don't buy P. Hitt

- Youth prob. - Doctor oppy, last chance - Merchant Marine

Convention

Think thru program - re seconds etc.

work w/ Geo Murphy re program

get exposure for good people

Hickel, Saxalt, Fong, young long, Ind. Mayor,
VP nominating speeches - etc.

use conv. for great R/V family exposure

CAMPAIGN '68

It seems both logical and essential to review the status and forward planning of the '68 Campaign in light of the Kennedy assassination.

Is it really essential to the American political process to press on with campaigning as usual -- while pretending to ignore some of the cold realities of the day?

There has long been a plaintive cry from many quarters that the ballyhoo and whoopla of an American campaign -- extended over months -- confuses rather than clarifies the choice in the mind of the voter. Thus, even without today's new dangers, a strong argument might be made for a radically revised approach to the process of presenting the case to the people.

While the latest assassination does not in any way prove that America is a sick society -- it does re-affirm the fact that passions run high and in some instances restraint and responsibility are lacking. There is a clear and present personal physical danger to any man campaigning for the office of the Presidency whenever he presents himself to an unrestricted large crowd -- at a rally, in a motorcade, moving through public areas on an announced route. This danger will increase as the intensity

of the campaign increases.

There is good basis for the argument that it is irresponsible for the President or the candidates for President to expose themselves in these ways. If this case were presented to the people in proper fashion, it is quite likely they would understand and agree.

The people must be deeply concerned by the problem of violence and could be expected to respond with relief and willing acceptance to a plan designed to avoid any further calamities -- or at least to lessen the risk.

The plan would be for the President and/or the Secret Service to request formally that all candidates for Presidential nominations -- and, after the conventions, all candidates for the Presidency -- agree to conform to a number of specific guidelines regarding method of campaigning. It would be made clear that no restriction or compromise would be placed on content -- only on form.

Candidates would not present themselves to large masses of people in person. They would, instead, utilize the mass communications media to carry their messages to the voters. Many techniques could be used for this -- including direct speeches, telethons, televised press conferences, televised coffee hours with small groups of representative voters, televised interviews of all kinds, documentary-type presentations, use of third-person advocates,

and undoubtedly many more approaches which would come to mind.

Eliminated would be all rallies, large public functions, press-the-flesh campaign techniques, plunging through crowds, whistle-and-prop-stops.

This would not eliminate the possibility of assassination or violence -- but it would be greatly reduced because, in effect, the campaign would be conducted in individual living rooms instead of at public gatherings.

For the candidates, the campaign would become more demanding mentally and much less demanding physically. This should have the effect of raising the quality of the political dialogue.

Many potential problems arise, of course. The main one would be the question of allocation or purchase of TV and radio time. Even this could be fairly easily resolved if it were not for the Wallace problem.

It will be argued that this puts all the emphasis on a candidate's ability to perform on TV -- and eliminates the opportunity to judge him through personal in-the-flesh exposure. This is not a valid objection because it assumes that the voter now does, in fact, judge the candidate on the basis of personal exposure. Clearly, this is not the case. It is obviously impossible for any

meaningful proportion of the voters to come into personal contact with a national candidate during the course of a campaign. It's also obvious that a very large majority of those who do have personal exposure -- at rallies, etc. -- are already committed and thus are not judging the candidate.

Other than tradition, there is no sound reason for putting a man considered to be of presidential timber through the physical strain and personal danger of the old-time format. It should be recognized that times have changed -- and that the presentation of presidential candidates must change, too.

This is the ideal time to make some major changes that are badly needed even without the consideration of danger of violence. The people must be fed up with politics as usual accompanied by terror. They would welcome some leadership in this area -- as well as in all the others that are the issue focal points of this election.

H.R. Haldeman
June 9, 1968

17 June 1968

MEMORANDUM TO BUCHANAN

SUBJ: Wallace

I am attaching a clipping from the Washington Star which notes that Negro voting in Chicago was down 50% last week for the Primary. I think this may be significant, and it would be wise to pay particular attention to the New York Primary to see if there is a similar drop.

Negroes may be losing faith in the electoral process, or they may simply not feel any compelling need to vote. In either case, a serious decline in Negro voting would be to our advantage. We should follow it closely and gather all the information we can about it.

I am also attaching a clipping with regard to Wallace's "terms" for a settlement. It is interesting that most of his positions are not too far away from our own, with the exception of kicking the Commies out of the Defense plants. I think it would be wise if we were to do some polling to ascertain what it is that Wallace says that prompt people to support him. Also we should ask open-ended questions to find out what is bothering people, ask them who they think would do something about the problems they indicate bother them, and ask them whether they believe RN could solve the problems. In other words, we need to find out what is on people's minds and see if they identify the Boss with them. We may find that we have the correct positions but they simply are not getting through to the people.

Question for the day: Is there really a dime's worth of difference between the major parties? At least does it appear that there is to the average voter?

*Haldeman -
good idea*

Citizens

Bob Haldeman

MEMORANDUM

TO: PJB

FROM: DC

I think that Huston's critique of May 1 hits the nail on the head. This, of course, must be kept in confidence so that the hard-working people involved will not have their noses knocked out of joint. I would suggest, however, that you follow-up by talking to John Mitchell and see if he could follow-up with Charlie Rhyne to try to shape the thing up. Also in this respect, I think Bob Haldeman should see a copy of this memorandum for follow-up purposes.

It occurs to me that this may be the niche for Huston. He has sent us a lot of good material on issues and I hope will continue to do so to the extent that his time permits. But I have a feeling that he could well be an organizational genius. Perhaps we can work him into the citizens organization as a trouble-shooter since this operates out of Washington. This cannot be done, however, unless Mitchell, Rhyne and Haldeman make it clear to Evans, Skidmore and Day that Huston has a role to play and should be paid attention to. I would like for you to follow-up on this project.

I emphasize again Huston's memorandum should be shown only to Mitchell, Haldeman and Rhyne.

5/5/68

MITCHELL

HALDEMAN

Notes on PJH from DC

We cannot put Hillings under Flanigan -- he has to be separate and dealing directly with you two.

Calling back -- holding hands -- counter attack.

Hillings
File

file

John Mitchell -- talk to him -- tell him to call me as soon as you can.

Buchanan -- wrote a letter that was to go out ~~this afternoon~~ to everyone

-- did they get anyone to sign it?

Mitchell has this letter gone out? Mitchell/ Ellsworth -- this whole response on the Hill to Nelson Rockefeller and to Hatfield -- what has been done?

When is it going to be done?

This is supposed to be done automatically.

Nothing has appeared -- our people have got to get going on this.^{v9}

I have to have a report on it right away.

file

Rockefeller particularly hates to be called a "Spoiler" --
(Burns told RN this) -- therefore we should get some of the people
to make statements including this in their statement.

Maybe we could get a mailing across the country -- Rocky the Spoiler
is at it again -- get someone who is not in our organization but who is
for us.

He did it in 1960/ 1964 and now again in 1968 (might even mention the
Romney situation).

He is the spoiler -- particularly point ~~out~~ up the fact he/would not enter
the primaries because he did not want to be ~~decisive~~ ~~in~~ divisive
Now - instead of attacking the many vulnerable spots in the Johnson-
Humphrey Administration he attacks Nixon/ he attacks Hatfield --
Republicans -- let's come off this -- let's be a team player for a change.

This should be worked up and mailed heavily to the New York people
so it will get back to him.

DC:rmw

6/21/68

~~set up mtg
w/ Hillings~~
File

6/11/68

BOB HALDEMAN

Pat Hillings called -- said RN had suggested that you two talk about rally things -- changes, etc.

Also Pat has some ideas of tightening up the organization, etc. and I think when he comes back from this weekend meeting in Chicago that possibly the three of us should get together.

RMWoods

Fl-6

Call Lewis

June 17, 1968

MEMORANDUM

TO: Haldeman

FROM: DC

need budget

Will get one to us

Hold File

Would you follow through with Hobart Lewis on his recommendation that we get out some kind of a magazine for the convention and a book after the convention. This project has been discussed with a number of others but Lewis has some very good ideas on it which we went over on our trip to Nassau. I think that Safire and Leonard might be the best ones to follow through on the magazine project. In the event we go forward on the book project, Ray Price should be put to work on it.

just in idea stage

Frauh, Next to Buchanan

246-0750
4 877 1317

overule Price if he objects.
do it

The main thing here is not to allow the project to fall on its face for lack of attention or because of the "how not to do it" attitude of some staff members.

Safire & Leonard - have outline
need articles written
don't have anyone to write

Memo Safire to Leonard

Get to Leonard - Need Budget.
Budget must come through Safire.

Outline of Mag.
like news week special.

✓

Bob Haldeman

DC wants to see a budget -- he wants to know all the expenditures
in salaries, etc.

Needs to have background material on all these meetings.

Jack up this staff -- I have to have better staff work -- we have to
have other people helping Pat Buchanan to work up releases, statements,
etc. -----

RN:rmw

Haldeman ✓

The man from Wisconsin is no good -- Clark has to go, too.

Gavin -- Add tremendous dignity -Caracas - coolness under fire.

Heart attack

Breadth of experience

Settlement of the steel strike

The great ~~concc~~ conciliator

Future television Programs

I would not rule out using the telethon - much of its effect is the fact that it is current -- on the other hand in terms of using it ---excellent photography

June 22, 1968

MEMORANDUM

TO: Bob Haldeman
FROM: DC

Tell Klein and Price - separately -- if any request comes in from Reston or anyone else at the Times for RN to come over to the Times Editorial Board for lunch - they are to say "sorry his schedule is full."

(If any change is made in this attitude - it will be made by RN later -- but no matter how they state it ~~is~~ his schedule through the Convention is completely full.

file

TALK WITH MITCHELL/HALDEMAN

Statements -- let's get all of them together and have one person in charge of collecting them between now and the convention - we need to keep track of the stand-up fellows.

Bryce Harlow -- bring him up for meetings on Saturday and Sunday -- he has been saving his weekends and we haven't used him as yet.

Discuss our lack of someone to really take charge -- what about the contacts on the Hill -- why did we not have anyone immediately to come to Hatfield's defense and blast Rockefeller?

Ask Hillings/ Jackson/ Ellsworth et al -- and let's get this set up so we have people who are ready and we will write the statements for them -- if they will issue them -- we will have hundreds of times both before and after the convention - with Humphrey -- we can't always afford to wait several days before we answer.

Herb -- he should have statements prepared or someone has to take charge of this and we have to really be organized so that we are not all sitting around waiting for someone else to do the job.

*N-
what about
in writing
case is
he selfless?*

file M?
drop -
already covered
by other
mailings &
NR press conf.

6/18/68

Guy Smith -- Editor, Knoxville Journal, Knoxville, Tennessee -- to rmwoods

I wrote a piece on whether or not Rocky - if he didn't get the nomination would support the nominee. It occurred to me that if some delegate - me or someone else - had a list of the delegates who have been so far chosen -- and if Nixon campaign funds would finance the expense of it - to have this delegate telegraph to every other chosen delegate urging that he or she telegraph Nelson Rockefeller asking for a flat commitment on that question. Asking whether he would actively support the nominee in case he is not chosen. I have a feeling this could be entirely apart from the Nixon operation. I think these wires should go to people who are Rockefeller leaders as well as the Nixon people.

If we could get a flock of telegrams in there from delegates I think the thing would have some value from a news standpoint. Have the delegates telegram ~~point~~ pointedly ask whether he is going to sit on his hands as he did in 1960, or actively oppose as he did in 1964, or actively help.

June 19, 1968

File
AN
Memor

MEMORANDUM

TO: Bob Haldeman
Dwight Chapin

FROM: DC

When I go to the luncheon with the LIFE editors there is to be NO ONE go along.

Also in the future -- don't add people to meetings/ luncheons with me unless I ok them.

In meetings of this sort I like to walk in alone

1-6-8
June 19, 1968
Gould
Hickinson

MEMORANDUM

TO: Bob Haldeman
FROM: DC

Lou Nichols made a suggestion and I would like to have our TV people go to work on this. TV tapes of Humphrey's more radical statements -- like the one along the lines that he would lead a good revolt himself, etc.

We should now be compiling a library on those films and I would like this started immediately.

Kew York
June 20, 1968

MEMORANDUM

TO: Bob Haldeman
FROM: Rose Mary Woods

RN said when he talked with Don Maxwell yesterday he said they could not possibly supply us with 5000 papers during the Convention. This would look too one-sided.

He said it should be done by our placing an order at a news stand in Miami and then they (the Trib) will fill the order.

RN says see how many we want to cover the delegates and alternates and then have our people place an order for that number of Chicago Tribune's to be delivered (probably by airmail) or however and see that the things are delivered to the proper people.

(Someone had been working on this -- believe we had asked Kirk to arrange it -- at any rate, this is the story on it--rmw)