

Richard Nixon Presidential Library  
White House Special Files Collection  
Folder List

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54	14	09/26	Memo	Notes per Roy Day, re: Lumbermen's and Barbers' Committees, Fletcher Aviation, and information feeding. 1 page.
54	14	n.d.	Memo	Information, re: "If election were held today - " 2 pages.
54	14	n.d.	Memo	From HRH to Mrs. Day, re: Running separate campaigns for Dick and Congressional candidates. 2 pages with attachments.
54	14	06/11/1962	Letter	From Roy O. Day to Richard M. Nixon, re: Telephone call with Rose Mary Woods covering decisions on final campaign. 1 page.
54	14	06/25/1962	Memo	From RN to Bob Haldeman, re: Roy Day Appointment. 4 pages with attachments.

9-26

per Roy Day....

- said Bill Voit (our Shell-type volunteer who "resigned") told Russ Walton that we had lost our Lumbermen's Committee -- also our Barbers' Committee.

(I checked this out with Dan --- the Lumbermen's Committee is inactive -- Ed Fountain, who was heading it up - has left town...Dan thinks he can get it going again when he is able to reach Fountain upon Fountain's return....but it is true, nothing is happening here. However, Dan said the Barbers' Committee is OK -- they are holding up the letter until some more names are available -- also Dan is asking No. Calif. to supply some.)

- incidentally - Bill Voit is helping raise money for Richardson's campaign.

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- Roy also reported - and he said this was extremely confidential -- that Wendell Fletcher (Fletcher Aviation) contributed \$1,000 in ten \$100 bills -- Roy acknowledged with a phone call....and during conversation, Fletcher got off on RN -- said, "I'm against Dick Nixon - just don't have any use for him -- and I'm going to run some big paid ads in San Fran. and L.A. asking the people to write-in Joe Shell".....Roy said he tried to convince him this wasn't the thing to do....but Fletcher was pretty sore on the subject, and also mentioned to Roy that RN had "swindled me out of \$4 million".

- Roy thought maybe someone should try to get to Fletcher...but it is imperative that the above information be treated confidentially..

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- Roy also said the "Neighborhood Headquarters" signs are now being printed (he is doing it) -- 22 x 14 -- 2,000 of them -- listing the three names (Groen, Rousselot and Nixon....Miller on the ones for his district).....he said the people insisted on doing it this way.

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Roy also said he felt certain we had some Birch-type sympathizers here -- who might be feeding out info. --- he couldn't be specific - and had no idea as to people --- it was just his feeling - and he was passing it along for what it was worth.

If election were held today -

19% would vote for John  
31.8% would vote for Cameron  
40.2% don't know.

Those for John - 54% Republican; 6% Democrat  
Those for Cameron - 49% Democrat; 12% Republican

36.6 of Repub. will vote for John just because he is Repub.  
52.6 of Dem. will vote for Cameron just because he is Dem.

55% of people for John are due to his personality and good approach.  
8.9% for John because of his record.

2.1 for Cameron because of his record.

22% for Cameron because of Anti-Birch or don't like other candidate.

80% of Democrats did not know Cameron's name.  
69.9% of Repub. did not know Roussetot's name.

49.6% want Fed. Gov. to guide them. (of these - 16% Repub., 57% Dem.)

22.6 want to lead their own lives.

(The Fed. Gov. should stop telling us what to do all the time  
and let us lead our own lives - Agree or Disagree?)

The JBS is a good thing in American politics - agree or disagree?

40.8 disagree (no)

7.5 agree (yes)

8.9 - two sides to it

42.8 - don't know anything about it.

Of these, 15.9 against JBS because they think it is communistic or  
subversive; 16.9 because they are extremists.

Major issues in campaign should be:

1. Crime - narcotics, juvenile delinquency
2. Communism
3. Economic well-being of country (cost of living, taxes too high)
4. Education
5. Reduce foreign aid, especially to Communist countries.
6. Care for the aged.

Religions of people in district - 65% Protestant; 6.6 don't belong to any church; 24.2 - Catholic; 8% - Jewish; 3.9 - others.

For integration - 66.5; against integration - 21.3; 12.2 - don't know.

How many will vote? 77.3 of both parties. 90% Repub.; 84% Dem.

26.7 over 21 are not registered.

Do not attack Kennedy - his popularity is tremendous. In 1960 - 52% voted for Kennedy; 34% for Nixon.

Mr. Clark's recommendations:

1. Need sky rocket, properly planned - spectacular - tie you (John) against Communism, for improving lot of man - economically, and against crime.
2. "Rate Yourself" questionnaire.
3. Taxes - amount of money going out of the district and the amount actually coming back in.
4. Need more name familiarity.
5. Don't mention JBS unless you are questioned and then have a good answer ((John, contact Dee Jarvis and have him discontinue Birch seminars)).
6. Use corn and words of one syllable.
7. Stress experience in Congress, better able to get things done.
8. Don't just say you are against Medical care for the aged -- stress importance of finding right remedy, not the quack remedies that you have voted against, then mention what you are for -- State's rights etc.
9. On foreign aid - stress helping our friends, but not our enemies.

to Mrs. Day

per HRH

"Dick is going to say at his press conference tomorrow -- if the question comes up -- that we have agreed that we are running separate campaigns as far as Dick's and the Congressional candidates are concerned.....and this is the wish of the Congressional delegation.....it would be a mistake, in our opinion, to put ~~xx~~ Dick's name on a poster with others which would seem to tie them together....it just keeps the situation open -- and for John's sake - as well as ours -- it is better to keep the campaigns on a separate basis.....if Roy puts out the poster, this will just cause someone to raise the question.

....our reason is simply that it has been agreed to keep the campaigns separate -- and ~~anything like this~~ we believe it is best not to give any reason for the question to keep coming up"

9-17

per Roy Day

- he came back to "chat" some more....

mentioned he had a new gimmick - at least new to the current

campaigns he is running....namely a "Neighborhood Headquarters" --

his plan being to distribute cards <sup>block-by-blocks</sup> to stick in windows -- naming

the candidates -- from the bottom to the top -- which means Nixon's

name is going to be appearing on the same cards carrying Rouselot's

name....

- Roy said, "what do you think they will say about it -- do you see

any objection"?..his beady little eyes blinking.....and I said --

"Roy, why not let me mention it to Bob....." to which he said "fine"....

so it is mentioned.....with the understanding I have with Roy that

should we object...I can call his wife at home this evening and leave

word to this effect.

- Roy is printing up the signs, of course. He has a staff meeting

tomorrow morning at which he can accomplish the idea....or kill it.

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PERSONAL

June 11, 1962

Mr. Richard M. Nixon,  
C/o Adams, Duque & Hazeltine,  
523 N. Sixth Street,  
Los Angeles, California.

Dear Dick,

This letter is to confirm portions of verbal telephone conversation with Rose Mary woods, covering decisions I have made at this time relative to the final campaign.

I have repeatedly told Congressman John Rousselot during the past four months that in my opinion he could not possibly be re-elected with the combination of a two to one registration and the handicap of Robert Welch on his back. One week prior to the Primary on June 5, I informed John that I could not handle his campaign in the final unless the Robert Welch problem could be effectively eliminated by either Welch or Rousselot resigning from the Birch Society. I again talked with John in Washington last Friday and reaffirmed my position in the matter, and told him this was my definite decision.

The same situation holds true in the 29th District, where we won a fine victory with Bill Richardson, also a Birch member. His organization cooperated 100% with me and the result showed what a real good organization can accomplish, and I hate to lose their loyalty as they all said they would support you and hope my decision doesn't alienate any large number and don't believe it will. I have made it clear to both candidates that we can't be running two campaigns this fall - one for Nixon and his slate and another for Welch, that is if we are to win.

I appreciate your position in the Primary and to say the least, it was difficult for me to feel somewhat "fenced off" from my top interest in politics, however I felt I had to keep my commitments as made previously. I do hope there will be some solution found so that all candidates can be working together but I'll frankly admit I don't have one, other than some resignations from the Birch Society or at least a top resignation from the same.

Meanwhile I am flying to Altus, Oklahoma, on the 21 of June, where Linda, (your former "Five Foot Two" singer of 1946) is getting married on the 21. Back on July 1, ready for more campaigning.

The very best of everything to you and your family.

cc: Bob Haldeman

Sincerely,  
  
R.M. NIXON

Nixon for Governor

*I'll call  
July 10*

To: Bob Haldeman

Date: June 25, 1962

From: RN

Subject: Roy Day Appointment (see attached letter)

Distribution:

Call him and say that when I come back in July we will try to work out some time together. However, in talking with him you know what our limitations are and what we can do!

*Handwritten notes and signatures, including "John Smith" and "Haldeman".*

INTER-OFFICE MEMORANDUM

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

To: **Bob Haldeman**

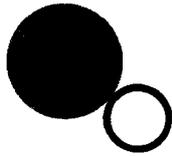
Date: **June 25, 1962**

From: **RN**

Subject: **Roy Day Appointment (see attached letter)**

Distribution:

**Call him and say that when I come back in July we will try to work out some time together. However, in talking with him you know what our limitations are and what we can do?**



# day printing corporation

CREATORS OF FINE PRINTING • ART • AND LITHOGRAPHY  
386 SOUTH THOMAS STREET • NATIONAL 9-5221 • POMONA, CALIFORNIA

## PERSONAL

June 11, 1962

### OFFICERS & DIRECTORS

Roy O. Day  
*President*

G. Grenville Whyte  
*Vice-President*

Donald P. Nichols  
*Secretary-Treasurer*

Richard L. Carr  
*Director*

Arthur A. Weaver  
*Director*

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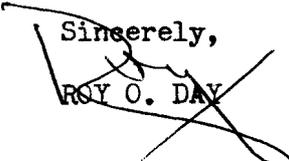
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Meanwhile I am flying to Altus, Oklahoma, on the 21 of June, where Linda, (your former "Five Foot Two" singer of 1946) is getting married on the 23. Back on July 1, ready for more campaigning.

The very best of everything to you and your family.

cc: Bob Haldeman

Sincerely,

  
ROY O. DAY

6/8/62

Roy Day + Pomona 622-5053

RN

I want RN to know I will not take the final campaign

RN +

Russell & Richardson

I have told them here I will not take their final campaign ~~clear~~ unless this Blich thing is cleared up.

~~check before the~~  
a week before the primary

**General Printing & Lithograph Co.**

356 South Western • Los Angeles 5, Calif. • Dunkirk 7-8201

HOUR 2:47 DATE 6/8

TO Rose Mary

**WHILE YOU WERE OUT**

MR. Roy Day

- Telephoned
- Called to see you
- Wants to see you
- Please call him
- Will call again
- Rush

PHONE ext 61 Pomona

MESSAGE 622-5053

B.  
SIGNED