

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	38	08/27/1962	Memo	Richard Nixon to H.R. Haldeman. Re: Paperback project. 1pg.
62	38	08/15/1962	Memo	H.R. Haldeman to Betty Haldeman. Re: Advising active distribution of paper back to colleges, young people, Jewish groups, discussion groups. 1pg.
62	38	08/15/1962	Memo	Richard Nixon to H.R. Haldeman. Re: Selling the paper back for no more than 60 cents. 1pg.
62	38	08/02/1962	Memo	Richard Nixon to H.R. Haldeman. Re: Machine-signing paper back book. 1pg.
62	38	08/13/1962	Memo	No sender/recipient information. Re: Paperback autographs. 1pg.
62	38	07/24/1962	Memo	H.R. Haldeman to RHF. Re: "Six Crises" Paperback edition. 1pg.

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62	38	07/24/1962	Memo	H.R. Haldeman to Charlie Farrington. Re: "Six Crises" paperback edition. 1pg.
62	38	08/12/1962	Memo	No sender/recipient information. Re: Paperback autographs. 1pg.

Nixon for Governor

To: **Bob Haldeman**

From: **RN**

Subject:

Distribution:

*P.R.
Paperback Edition
"Six Crises"*

Date: **August 27, 1962**

How is the paper back project going?

*8/27
RN
" You had a
verbal report
Sat. —
will keep you
posted "*

Mrs. Betty Haldeman

Bob Haldeman

8-15-62

PR.
Six Cuses

As soon as someone takes on the book project, they should work on getting maximum distribution in colleges and among young people. The book seems to have a strong effect on those in this group who have read it.

It should also get maximum distribution in Jewish areas, where it has had the same effect.

The program should also include an all-out effort to get the book into the hands of discussion groups and influential organizations - the Ebell Club types.

Bob Haldeman

RN

August 15, 1962

JAN
/
OK
etc

I do not under any circumstances want the book sold for more than 60¢ unless it does have a special cover of some sort because then it looks like we are selling my autograph. Under no circumstances shall it be more than 60¢. I even would like to sell it for 50¢ -- Jack is checking into this and will let me know.

Nixon for Governor

To: **Bob Haldeman**
From: **RN**
Subject: **Paperback book**
Distribution:

Date: **August 2, 1962**

The paperback book can be signed by the machine and this might be the gimmick that will make them sell for \$1.00.

*Amel
have disc ~~if~~
w/ RN set. Times since
this memo
we're working several plans*



8-13-62

re: Paperback autographs

Bette Davis has finished the trial run of 100....

results: 120 - 125 per hour (against 325 per hr. on
regular single sheet runs)

- best price would be 5¢ per copy - up to 10,000 ---
and 4¢ per copy anything over 10,000.

- also -- she would want them in quantities -- rather than
piecemeal -- price is based on getting them in big lots.

---- she called back later...

had been experimenting -- with signature on back of
cover -- which is much ~~more~~ easier and quicker...hence
can give you price of 4¢ per copy up to 10,000 and 3¢ ea.
anything over 10,000.

- mentioned that it actually looks better on back of front
cover -- paper holds better - shows up more.

RHF

7-24-62

*P.R.
subj. folder*

Bob Haldeman

"Six Crises" Paper-back Edition

Do you have any ideas on how best to program this into the fall campaign? I'm also referring it to our P.R. group to see what suggestions they develop.

Charlie Farrington

7-24-62

Bob Haldeman

"Six Crises" paper-back edition

Plans should be made immediately for use of the paper-back edition of "Six Crises". Adela Rogers and others have suggested it be used extensively along the lines Kennedy used his "Profiles of Courage in the '60 campaign.

This is a project that needs to be outlined immediately - and implemented. Please let me have your thoughts on how best it can be programmed into the fall campaign.

Also, please be sure it is on the agenda for the next P.R. Committee Meeting. Incidentally, it might be a good idea to try to get this group together next week. Monday and Tuesday are clear on my calendar for a luncheon meeting. In lieu of a meeting, I definitely think we should get their opinions.

Hold

8-13-62

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