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May 17, 1962

Dear Mr. Bailey:

We appreciated very much your letter advising us of your interest in helping out in the campaign during the summer months. Since staffing is a responsibility of my office, Mr. Nixon asked me to acknowledge and thank you for your offer, and to explain the status of our organization.

Our headquarters staff has been complete for some months. We have not anticipated expanding it, nor have we the funds to do so.

I would, however, suggest that you contact our Riverside Chairman, Mr. George (Cap) Reade, 3633 Market Street, Riverside, Phone: OV 3-3460 upon your return home next month. I know he would appreciate, as we would, any time and assistance you might be able to offer on a volunteer basis.

Thank you again for writing, and best wishes.

- WIN WITH NIXON -

H. R. Haldeman

Mr. William R. Bailey, Jr.
241 Crothers Hall
Stanford, California
Mr. Warren Biggs, who has a Chevrolet Agency, has offered to make cars available to us when, as and if needed.

We are to call Mr. Biggs personally whenever a car is required and he will either have it delivered or it can be picked up at his agency.

Please be sure that any cars obtained from Biggs are used solely for campaign purposes and returned promptly.

Also keep Dorothy Wright posted on use of these cars.

He will release them only if you or I call.

Address: 205 South Vermont
Phone: Dunkirk 1-1211
I think it is imperative that we have a staff memorandum put out immediately instructing all staff members that all volunteer assignments must be cleared with Doris or Mary Hanson - and let them dole out the projects to the specific volunteers.

It is not a good idea for staff members to deal directly with individual volunteers since this confuses the entire apparatus in that the wrong person is selected for the right job, and priorities get blurred.

In making assignments to Doris or Mary Hanson, realistic deadlines should be used so that a lot of speed-up work isn't done when it isn't necessary.
The attached color print is the original for the billboard art, and since the large bulletin on Wilshire Boulevard was donated by Sidney Hoedemaker of Hody's Restaurant, it was felt this original should be autographed by RM to Sidney Hoedemaker - with appreciation etc.

It should then be sent to him c/o Hody's, 7948 West Third Street, Los Angeles.

We feel this may persuade him to leave the board up through the November election, although his original plan was to take it down during the summer months and then repost it in the fall.
I discussed a possible meeting with the California State Employees Association people with RM yesterday and we have agreed that this meeting will be set up after the primary.
Dear Herb:

Since this is Kern County - thought you should be acquainted with Miss Jule Winslow's letter, addressed to RN.

You will note the financial contribution referred to has now been acknowledged. However, she is requesting material - rush. Also, perhaps a letter from someone here would be very much in order. Messrs. Gill and Wegis are our Co-Chairman for Kern. Maybe you will want Yvonne Smith to follow through, although it would seem Gill and Wegis should certainly get in touch pronto since she is supplying precinct captains' names etc.
The attached correspondence will be self-explanatory, and concerns Mr. Joseph N. Vaughn who is anxious to help out in the campaign.

We will very much appreciate your contacting him and following through.

Best regards.

Re: Mr. Joseph N. Vaughn
93 Morningside Drive
Hidden Valley
Loomis, California

(referred by Mail Office)
Herb Klein strongly recommends at least one event in San Diego on the 26th and per our conversation this afternoon will, I am sure, settle for just one public event.

He will, however, then push for one more quick swing down there for an hour or two to show the flag - and I think we should keep this in mind as a possibility in the last week.

Both Klein and Phil Acker feel that Chula Vista would be the place to go on the 26th, and I think you should try for a 5:00 PM Rally there, if they think it is possible. Herb points out it is important that the candidate be on the ground there by about 5:00 PM in order to make the Sunday papers.
Ted Cummings informs me that he discussed with RN a meeting with the retail grocery group of Southern California and RN approved his firming this up for October 9th. This should, therefore, be put on your calendars.
May 16, 1962

Dear Mr. Natland:

Mr. Russe has told me of your kindness in providing the tape of Mr. Nixon's remarks on March 20th at the Palos Verdes South High School.

For the time you devoted to this task and your kindness in making the tape available to us, we are deeply grateful.

The past weeks have been extremely busy ones for all of us, and I have had to be away from the office a good share of the time travelling with the Candidate. I trust you will understand this accounts for our much too long delayed expression of gratitude.

On behalf of Mr. Nixon and the campaign organization generally, our sincere thanks for a job well done.

Best regards.

- WIN WITH NIXON -

Mr. Martin Natland
18 Crest Road East
Rolling Hills, California

H. R. Haldeman
You asked to be advised whether some of the suggestions posed in Virgil Pinkley's letter were being done.

First, I can certainly say that we are not satisfied with the set-up of the Republican organization in California.

Second, there is a Young Republican group earnestly at work on the campus of every college and university, but a number of these are totally dedicated to "far rightism" and are not of much value to us. We are, however, organizing "College Students for Nixon" on every campus and Ray Chambers at Redlands is coordinating this program. He is off to a good start, but has a long way to go.

The activity of infiltrating Women's Clubs and of having a Nixon disciple working with the seal of a missionary in each service club in each city is not yet satisfactory. John Vaughn, who is directing the Contact Program from nearly a full-time volunteer level, will be very successful in getting this done for the general election. It is not well enough organized to do much good in the primary.

As you know, the general objective of all our campaign efforts is to provide the maximum number of individuals and groups really working in the doorbell ringing and stamp-licking levels. We have made some excellent strides in this direction and after the primary, assuming we can keep our basic staff intact, I am sure this will be expanded rapidly and far more effectively than has ever been done in this state.
Fred Haffner has had an indirect request for an RN letter of encouragement to Ray Arnett, candidate for Congress, uncontested, in Kern County.

Because of the many problems we have in Kern and Ray's strength in that area as well as RN's strong regard for him, I think such a letter would be in order.

I would suggest a fairly innocuous message wishing him very best of luck in the forthcoming campaign, etc.
You asked me to check on whether our mailing house, Dean Borton Associates, could bill a contributor direct for $5,000. This has been arranged, and if you will let me know how the bill should be directed and for what amount, I will set the wheels in motion.
The Sunset YR's have not taken any action on candidate endorsement either through the group as a whole or through the Board of Directors.

It is quite possible, however, that some of the "kooks" in this Club are spreading the report such as the one you picked up from Greenberg.

Basically, as you know, this particular YR Club is oriented to Nixon.
I had a very pleasant telephone call from Stanley Miller yesterday afternoon.

He says he wants to help in every way possible, but as he apparently explained to you earlier, his new corporate activity will preclude his committing to spending any substantial amount of time in the campaign, at least at this point.

He will be most happy to have his name used in any proper way we feel will be helpful, and will be available for consultation within the limits of his extremely active schedule.

He will be glad to make any direct contact or approaches to individuals, or back us up after our contacts are made, if we wish this done.

He is currently only spending three or four days a month in California, so I am sure he is sincere in this protestation of lack of time.

He did agree to come up with several names for me which, in his opinion, would be the best contacts to get the "Young Men in Business" group under way. He thought he could recommend several who would be in the position that he was in when he first got into this in 1952.

He strongly recommended that while initial contacts could be made now, it would be very unwise to try to activate this type of group before the primary. He feels the division in the ranks is great enough that we would miss some of the best leadership if we tried to get under way now.

I will maintain this contact and keep you posted.
May 16, 1962

Dear Don:

I assume that you know by now that the Veterans' financing problem is at least partially taken care of, and we are on top of it. You can rest assured in the knowledge that all will be well.

Thanks for keeping us posted.

Best regards.

- WIN WITH NIXON -

H. R. Haldeman

Honorable Don Mulford
2150 Franklin Street
Oakland 12, California
May 16, 1962

Dear Mr. Church:

Dick Nixon has discussed with me your letter of April 3rd.

We were especially interested in the second paragraph wherein you suggest the possibility of our getting help from the retired and well to do people in your area and possibly Santa Barbara, San Marino, Atherton and other places.

We certainly agree there are too many faint hearted and half hearted Republicans, and a work force that will fight for Nixon all the way would be extremely valuable.

Do you have any thoughts on the best way to recruit and activate such a force? I would be very much interested in your suggestions if you would be willing to pass them along.

Thanks very much for your support.

Best regards, and

- WIN WITH NIXON -

H. R. Haldeman

Mr. Howard Church
1078 Marchetta Lane
Pebble Beach, California
Will you please keep a daily log of the calls and conversations you have with members of the press, radio and TV and shoot this to RH via me every day?

Where there is anything to report on the conversation, a brief note can be included; otherwise, just list the people with whom you have talked and a line indicating the nature or purpose of the conversation.

This is RH's request.
May 15, 1962

Dear Mr. Zweng:

Thank you for sending along the copy of your letter to Dan Smoot.

It was nice to see you and Captain Marsh the other day, and I am glad we had this chance to discuss the campaign and the interest you both are taking in it.

Kindest regards and best wishes.

- WIN WITH NIXON -

H. R. Haldeman

Mr. Charles A. Zweng
Pan American Navigation Service, Inc.
12021 Ventura Blvd.
North Hollywood, California
May 16, 1962

Dear Milt:

The list of Northern California donors during the period May 5th through May 11th has been received and forwarded to the mail office for appropriate handling.

You will be hearing immediately from Hixson & Jorgensen regarding Northern California boards. I have asked them to rush you a complete list of locations.

Best regards.

- WIN WITH NIXON -

H. R. Haldeman

Mr. Milton M. Esberg, Jr.
Consultants, Inc.
127 Montgomery Street
San Francisco 4, California
Lou Quinn

Bob Haldeman

cc: Mr. Stans
    Mr. Valentine

May 13, 1962

I am told Ernest Yehaka, Manager, Bank of America, Azusa Branch, is a strong EM supporter, and should be contacted.
Have you had an opportunity to have RN autograph a book for Aileen Campbell - Don Mulford's secretary?
(My memo of April 30th).
He has written me again about it.
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,

H. R. Haldeman

Mr. Hilary Sandoval, Jr.
County Chairman
The El Paso County Republican Party
318 E. Yandell
El Paso, Texas
Charles Farrington, Jr.  5-14-62

Bob Haldeman

Attached is copy of memo from RN, suggesting we get something later than the Esquire article to hand out.

Please follow through on this immediately. Let's get the Monday statement referred to run off and then make it available.

This should be kept in mind -- and kept current.
Nick Runa reported this morning that yesterday, when he came by the office, he noticed our trash containers out in the back were loaded with stencils and various other items -- none of which were even torn in half.... some were advance news releases etc.

Perhaps you will want to caution Clarence -- and others - that everything discarded should be torn several times.
May 14, 1962

Dear Mr. Haber:

Your wire to Mr. Nixon was received and deeply appreciated.

Since campaign staffing is a responsibility of my office, he has asked me to reply direct.

Certainly we appreciate your interest and offer to be of help. Unfortunately, our headquarters staff has been complete for some time, and we do not contemplate expanding it, nor do we have the funds to do so.

Thank you again for contacting us. We are grateful indeed for your thoughtful gesture.

Kind regards and best wishes.

- WIN WITH NIXON -

H. R. Haldeman

Mr. Alfred Haber
1701 Park Road, N.W.
Washington 10, D.C.
May 14, 1962

Dear Mr. and Mrs. Kading:

Helene Brown has shown me your recent letter to her and we are, of course, most interested in your comments regarding activity in Butte County.

Dick Nixon is planning to be back up that way and will include a visit to Chico later in the campaign. It is a shame he couldn't get by on the last trip, but this will be on the itinerary for the next one.

If you will let me have further details regarding the correspondence to Dick's office which you say has had delayed replies, I will be very glad to check into it. The only way we can correct this type of situation is to have it reported to us, so I will appreciate your letting me know when such instances occur.

Our Co-Chairmen for Butte County, C. Kenneth Lyde and Gilbert F. Jones, will, I know, appreciate any suggestions you may have for the County organisation. Mr. Lyde is at 2765 Center St., Chico and Gilbert Jones is located at 173 East 4th St., Chico.

Many thanks for your fine help and support.

- WIN WITH NIXON -

[Signature]

Mrs. C. Kenneth Lyde
Mr. Gilbert F. Jones

File: K (Kading)

Mr. and Mrs. George Kading
715 Earl Avenue
Chico, California

cc: Mrs. Helene Brown
May 14, 1962

Dear Mrs. Reid:

Thank you so very much for your very kind and thoughtful letter offering to be of help in the Nixon-for-Governor campaign. Since campaign staffing is a responsibility of my office, Mr. Nixon asked me to write you direct.

He appreciates, as do we, your continued loyalty and support, and your generous offer to be of service.

Our staff at Headquarters is at full compliment and we do not contemplate expanding beyond present limits, nor have the funds to do so. We cannot, therefore, take advantage of your offer to come to California, but certainly do not want this time to pass without expressing our gratitude for your thoughtful gesture.

With kindest regards and very best wishes.

- WIN WITH NIXON -

H. R. Haldeman

Mrs. Alice Reid
P.O. Box 425
Red Lodge, Montana
May 14, 1962

Dear Mrs. Hallman:

I certainly do appreciate your writing and bringing the scheduling problem to my attention.

Although the reason Mr. Ports gave for not being able to confirm the meeting, as quoted in your letter, is not a very good one, I should, in fairness to him, tell you there were some problems involved in trying to set this up.

I can assure you that Dick, as a volunteer and a dedicated Nixonite, is doing his very best to handle what is always an extremely difficult campaign job.

I do hope you will let me know of any further breakdowns in procedure, since the only way we can correct them is to be aware of them.

Kind regards.

- WIN WITH NIXON -

H. R. Haldeman

Mrs. F. J. Hallman
Nixon-for-Governor
325 Market Street
San Francisco, California
Dear Al:

I'm sorry to be so long in answering your letter of April 19th regarding the Civil Rights group meeting, but as you can imagine, we have been giving this considerable thought.

I certainly understand the reasons for Grandval Jackson's feeling that we should accept the invitation, and after the primary I would hope that a similar opportunity might be arranged.

I am sure you understand our reasoning and feeling that any appearance of this sort during the closing weeks of the primary campaign would certainly not be as productive as it would later on - and has inherent possibilities of working to our detriment rather than to our benefit.

As you know, we plan to make an intensive effort to win over a major segment of the Negro vote in the fall campaign, but because of the heavy preponderance of Democratic registration among Negroes, time spent with these groups before the primary cannot be of any great assistance in building our June 5th vote.

Let's see what we can work out for summer or fall.

Best regards.
May 14, 1962

Dear Mr. Hansen:

Ross Wurm has told me of your interest as Dairy Chairman for "Farmers for Nixon" in setting up a meeting for Dick Nixon with a group of Southern California dairymen to discuss pertinent issues.

We had hoped to be able to arrange this several weeks ago, but the pressures of campaigning throughout the state have thus far made it impossible.

Since the last three weeks of the primary campaign are going to be even more intensive, I would suggest we plan the meeting with your group as soon as possible after June 5th as it can be set up, and I will be in touch with you in this regard right after the primary election.

In the meantime, if there is anything we can do to be of help, please do not hesitate to call on us. Needless to say, we greatly appreciate your interest and cooperation.

Kind regards.

- WIN WITH NIXON -

H. R. Haldeman

Mr. Raymond F. Hansen
12300 Alondra Blvd.
Norwalk, California

cc: Mr. Ross Wurm
Mr. Robert McCune
Dear Emily:

Bob Finch advises there is nothing in violation of Article IV, Section 19 of the State Constitution insofar as the Unruh European trip is concerned. This refers back to your memo and your conversation with Deputy City Attorney Desky in this connection.

I have just read copy of your letter to Carter Barber reporting on Brown's appearance at the South San Francisco High School. This is interesting indeed. I trust we are also doing a good advance job for RM's May 24th appearance.
May 14, 1962

Dear Ted:

Thanks very much for your note of May 11th.

The release on Jessen survey findings is interesting indeed and we're glad to have it. I note you have already discussed this with Dick.

Best regards.

- WIN WITH NIXON -

H. R. Haldeman

Mr. Theodore E. Cummings
President
Food Giant Markets, Inc.
9744 Wilshire Boulevard
Beverly Hills, California
May 14, 1962

Dear Mrs. Jamison:

Thank you very much for your letter of May 8th.

We certainly appreciate your enthusiasm and interest in the campaign and your loyal support of Mr. Nixon.

I would urge that you keep in touch with Mr. Morter. We will appreciate, as we will, any time you are free to devote to the activities there.

Under separate cover we have sent you a supply of Nixon buttons.

Thank you again for writing us, and kindest regards.

- WIN WITH NIXON -

H. R. Haldeman

Mr. Hugh D. Jamison
75 Eucalyptus Lane
Montecito Village
Santa Barbara, California
All of our County and Community Chairmen should be bulletinized regarding the importance of contacting every newspaper, television station and radio station within their areas to be sure that for at least one week preceding June 5th, maximum publicity is given to the importance of getting out to vote.

They should also set up a program of contacting every service club, Junior Chamber of Commerce, Chamber of Commerce and other civic organizations, urging them to impress this importance upon their memberships.

If properly done, this could be a very effective project.
If Mrs. Baxter is not already on the mailing list to receive all releases, excerpts etc., will you please see that her name is added?

Mrs. Leone Baxter
Whitaker & Baxter International
The Fairmont
San Francisco, California

Many thanks
Joseph Martin, Jr.  

Bob Haldeman  

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?
May 10, 1962

Dear Valley:

I tried to reach you several times by telephone, and
was hoping to catch you when you were here at head-
quarters on Monday - but unfortunately, missed all the
way around.

I am sure by now Herb Kalmbach has filled you in, but
I did want you to know that I talked with Grant
Reynolds and he has agreed that it would be wiser not
to start any overt activity until after the primary.
He is, therefore, planning to be in Los Angeles on
June 19th for an L.A. County meeting and press conference,
and on the 20th for a meeting of "Men of Tomorrow". He
assures me he will be glad to do anything we feel will
be helpful during that week. He says he will be here
at least through the 24th.

I feel we should plan to get together immediately after
the primary to work out a program in this area, and
especially to determine what we feel would be the best
use of Reynolds' time.

Thank you for sending along the Audrey Jones corres-
pondence. I am attaching copy of my reply to her which
went out immediately upon receipt of her letter.

Kindest regards.

Win with Nixon.

M. R. Haldeman

Mrs. Valley Knudsen
3034 Edgewick Road
Glendale, California
May 10, 1962

Dear Leone:

We certainly enjoyed the lovely luncheon you served on Sunday, and it was a real treat to see your lavish layout high atop Nob Hill.

You asked that I send you a sample of the basic brochure we have been using, and it is enclosed.

You were going to send us a suggested list of approximately 100 top business people to whom we should send Dick's statements regarding business and free enterprise. You were also going to send on your thoughts as to content of the Nixon statement or column on this subject.

We checked on the letter from Hagerty and find that he did write Dick recently, but his letter had been answered, although it appears possible that your meeting with him might well have occurred between the time his letter was written and the answer received. There was not much of a delay, however.

Again, thank you for your most generous hospitality, and I look forward to seeing you soon.

Best regards.

- Win with Nixon -

H. R. Haldeman

Mrs. Leone Baxter
Whitaker & Baxter International
The Fairmont
San Francisco, California
I strongly urge that you put all pressure on Nixon organizations in the Western Area to devote intensive efforts to building a maximum turn-out for the above rally to be held at 8 P.M. in Paul Revere Junior High School Auditorium.

This rally is not being sponsored by the Nixon organizations, but it obviously to our benefit to get the biggest possible turn-out and to let all of our people know of this opportunity to hear the candidate.

A huge overflow crowd would have tremendous impact in this Republican stronghold.
May 10, 1962

Dear Jim:

Bill Spencer has filled me in on the work you are doing in Butte, Sonoma, Santa Clara and San Mateo Counties.

I want you to know we are in complete accord with your plan of action. We recognize this may result in some objections being fed in here, but we're behind you all the way and will back you to the hilt.

Best regards.

Sincerely,

E. R. Haldeman

Mr. James W. Halley
351 California Street
San Francisco, California
Bill Spencer
Bob Haldeman

What is Phil Boone doing?
May 9, 1962

Dear Don:

Thanks very much for sending on your idea regarding Squaw Valley. I will certainly bring it to Mr. Nixon's attention.

In view of the present confusion, however, I have a feeling it might not be the best time to reopen this.

Thanks very much for thinking of us, and please be sure to fire anything else along you feel might be of value.

Best regards,

Sincerely,

H. R. Haldeman

Mr. Don M. Cooper
The Ted R. Cooper Co., Inc.
149 West 22nd Street
Los Angeles 7, California
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.
We should try to get calendars similar to the attached for all of the major cities in Southern California to use in planning our itinerary for the summer and fall.
In a San Francisco session last weekend, it was suggested that RN make the point that while obviously there has been tremendous economic business and other growth in California, this has all been by accident as a result of expansion in population; that nothing has been done constructively by the Brown Administration to insure new jobs in the future.

Also, one of RN's first acts as Governor will be to meet with the leaders of business, labor and government to determine what can be done to provide a constructive program for the future.

I have no comment on the value of this approach, but pass it along for whatever thoughts you may have.
I recommend an RN letter to Hal Brown of Pacific Outdoor Advertising, along the following lines:

Dear Mr. Brown (or Dear Hal):

I just wanted you to know how very much I appreciate your making the tri-vision board at Beverly and La Cienega available to us.

It just happens that this location is one which I pass every day on my way to the office, and also one which Tricia and Julie pass on their way to school. All of us were very much impressed by the outstanding impression that this bulletin creates, and I am sure it will be a very effective aid in our campaign.

Best personal regards.
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.
Lois Gaunt

Bob Haldeman

5-10-62

I recommend the following telegram be sent to Norman Morrison, our Sacramento County Chairman, from RN: (address - 1117 Schiro Court, Sacramento)

We recognize maximum Republican turnout June 5th is vitally important to ultimate success of our November campaign.

I urge that you and the entire Nixon-for-Governor organization in Sacramento cooperate to the utmost with the Republican County Central Committee in all phases of their efforts to assure that every Republican gets to the polls.

Would also suggest an information copy of the wire be sent to the Republican County Central Committee Chairman.
To: All Nixon County Chairmen
   and Nixon-for-Governor Staff Members

From: Bob Haldeman

Re: "Suggestion Box"

Lick Nixon has asked that we set up in Headquarters a figurative "Suggestion Box" for campaign ideas, slogans and other constructive thoughts.

He asked me to request that all members of the Campaign Staff and our County Leaders send to me any such suggestions which occur to them or which they receive from people with whom they are working.

These will be turned over to Dick on a weekly basis for review and implementation wherever and whenever appropriate.

Please keep this in mind. Send along everything you think may be of value.

- WIN WITH NIXON -