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May 10, 1962

Dear Sandy:

It has been suggested to us that the Kennedy Administration is becoming increasingly vulnerable vis-a-vis the UN Resolution on Israel-Syria. Apparently Men Guirion raised hell with Stevenson the other day and the New York Israeli partisans are hopping mad at Kennedy, recalling his grandiose speeches during the campaign on how he would handle the Middle East.

We also understand the Israeli business is hurting Kennedy among the rich Democratic contributors, since the promoters of the Birthday Party at Madison Square Garden are having trouble getting rid of the high priced tickets.

It has been further suggested that we try to put Governor Brown on the spot on this issue by having someone high in the Jewish community address a question to Brown on how he stands on the Kennedy policy towards Israel-Syria. Whatever he says, he will be on the spot.

Do you have any thoughts or suggestions on this?

Sincerely,

M. R. Maldeman

Mr. S. L. Weiner
9879 Santa Monica Boulevard
Beverly Hills, California
Rose Mary Woods needs an up-dated version of the Black Book for reference in preparing invitation lists for the RN Reception. The lists we turned over to her did not identify the people and we will have to give her something by category to help her make up the overall list.
I assume that calls and letters were
directed to the L. A. Times attacking their treatment
of Nixon's May 3rd speech in which he outlined his
stand on the Francis Amendment.

The reporting was obviously misleading and
the headline obviously intentionally detrimental.

Please let me know what has been done.
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.
While I realize we don't have the where-with-all to do this now, will you please give some thought to the following suggestion, and see if we can work something out for the fall campaign, if not for the balance of the primary?

It has been suggested that we take each speech on a specific subject and mail it with a cover letter statewide to all the leaders in that field, regardless of political affiliation etc., and ask them for their comments and evaluation.

In addition to the comments, which of course will be of some value, this will give us a listing of organization leaders who are friendly to us and who can be used for future endorsement and/or promotional purposes.

It is most important that we try to set up a procedure for doing this and I would appreciate your giving it some thought.
As you recognize, we badly need some good, constructive, detailed, optimistic editorials which can be reproduced and mailed to editors within the state.

Larry Collins, Sr., and Beebe in Oroville, are among the possibilities for getting this done, and NN has asked that they be contacted immediately and provided with fodder for writing such material.

Then please be sure we follow up to get any such editorials that actually run, have them reproduced, and sent perhaps with a covering letter from you to all editors in the state, suggesting that they may find the attached material of value.

Among the things that should be covered are the usual statistics plus some emphasis on the wide variety of groups NN has covered, i.e. universities, person-to-person visits on the streets, statewide organizations, many groups across party lines -- but a scanning of the schedule for the past four months suggests all kinds of possibilities.
Do we have an Insurance Committee and a Real Estate Committee?

If not, these two very fruitful fields should be tapped quickly. Several very key insurance leaders met with RN the other day and perhaps they could be used as spearheads.
Do we have enough organization strength in San Marino to get a fairly broad telephone poll made quickly? If so, please get it under way immediately.

The point of this would be to do a relatively deep analysis of the Shell strength in a supposedly "all Shell" area.

The calls should be made only to registered Republicans, if possible, and the questioning should be as fast and simple as possible. Perhaps something like, "Hello, this is Republican Headquarters...we are taking a voter survey...do you plan to vote for Nixon or Shell in the primary?" The answer can be records -- say "thanks" - and hang up.

I realize this basically parallels the telephone precinct work we plan to get started next week, but hope some spot checks can be made immediately, perhaps with old precinct lists. Don't limit it to one precinct - try to get a cross section.

(this confirms above which was transmitted by telephone 9:30 A.M.)
There are a number of history making aspects to this campaign which, when pulled together, might make quite a feature story. I am sure you can think of a number of them, but some ideas are -- Nixon is the first Vice President to run for state office in California; in the primary campaign, Nixon will have met more people, spoken to more people and shaken more hands than any candidate for state office in any primary in any state of the Union.

I am sure that with a little digging, you and the other guys can uncover a number of other unique features along this line.
It is imperative that you check extremely carefully to be sure that your schedule for each day is in exact agreement with the local people's schedule. Don't assume that they have gone along with everything you suggest or discuss. Pin it down, minute by minute.

We found on the Stockton trip, which I realize is a horrible example of almost everything, that our schedule did not check with the one Monagan and the local committee were using, and that they were expecting arrival at each place at completely different times than we were.

I understand the reasons for this type of discrepancy, but that does not alter the fact that it must be ironed out in advance - if we are to avoid the kind of confusion that arises when Nixon goes to his room, counting on an hour to make telephone calls, only to be smilingly informed by the local chairman that he is scheduled to leave in 10 minutes.
It is absolutely imperative that every Coffee Hour includes an adequate staff of people to handle bumper strips -- get them on the cars -- and really get the job done.
I assume you have taken the necessary steps to assure that no money is going from U.S.F. or any other source to the Republican National Committee. If this is not the case, please let me know.
May 11, 1962

Dear Bob:

I feel very guilty that I have completely abandoned my responsibilities as a Director of the Alumni Association, but know you and Harry understand the reason.

Unfortunately, I will be in Monterey at a statewide meeting of the Chamber of Commerce on the evening of May 19th, and consequently will miss the Chancellor's reception and program.

All I can do is assure you that once I have completed my current project, which of course will assure us of infinitely better representation at the top of the Board of Regents, I will try to make up for lost time with the Alumni Association.

Best regards.

Sincerely,

H. R. Haldeman

Mr. Robert E. Alshuler
President
UCLA Alumni Association
Los Angeles 24, California
May 11, 1962

Dear Jim:

Many thanks for letting us know about the LOOK luncheons.

I don't know where I'll be on June 20th and 21st -- but hope it's here - because I would like very much to attend.

Best regards.

Sincerely,

M. R. Haldeman

Mr. James S. Milloy
Vice President
Look Magazine
Sheraton-Carlton Hotel
Washington 6, D.C.
Bill Spencer

Bob Haldeman

cc: Jim Halley

Mrs. Kenneth Schecter, Bob Finch’s sister, who lives in Los Altos, has written her concern about the lack of activity up there. She says there is absolutely nothing going on in that part of the Peninsula, that it’s all Shell, with headquarters opening, great publicity and more recently, a tremendous rash of bumper strips. She says no one seems to be contacting our people from Palo Alto to San Jose.

Will you get in touch with Mrs. Schecter immediately, get her active in the organization and find out directly from her what is lacking, why, and what can be done to change the complexion of things without delay. I would also like a full report on this.

Mrs. Kenneth Schecter
23709 Arbor Avenue
Los Altos
May 10, 1962

To: Messrs. Folger and Hall

From: Bob Haldeman

The attached memorandum summarizes Joe Shell's television purchases for the primary campaign.

You will note his expenditure totals over $86,000 for spots, and he will have one-hour coverage of his Rally on the 23rd.

Bob Finch thought you would be interested in these figures, and the fact that because of severe budget limitations, it appears we will have to forego any television spot advertising, although we had originally budgeted $75,000 for this purpose statewide.

Best regards.
May 10, 1962

To: Pete Flanigan
From: Bob Haldeman

The attached memorandum summarizes Joe Shell’s television purchases for the primary campaign.

You will note his expenditure totals over $86,000 for spots, and he will have one-hour coverage of his Rally on the 23rd.

Bob Finch thought you would be interested in these figures, and the fact that because of severe budget limitations, it appears we will have to forego any television spot advertising, although we had originally budgeted $75,000 for this purpose statewide.

Best regards.
Jerry Reynolds, Al Moscow, Research.  5-10-62

Bob Haldeman

cc:  Rose Mary Woods

Will you please be sure from now on that a carbon copy of every memorandum you send to RN is sent to Steve Hess?

Steve's copy should always go out in the same delivery as the RN original so that he will receive it at the same time RN does.
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.
In thanking Warren Hellman in San Francisco (on attached list), please add a paragraph saying

I regretted very much our conversation was interrupted the last time we were together, and certainly hope our paths cross again soon.

Apparently Mr. Hellman's nose is out of joint because someone interrupted - and the conversation was never resumed.

The above information came from Milt Reberg - who says this added paragraph will be helpful - and worth money.

(Lois -- this is the message
I told Clair was coming over -- and the reason we asked you to hold up on Mr. Hellman's letter, if not already written.)

D.W.
May 8, 1962

Dear Mr. McKay:

Mr. Nixon appreciated your letter and asked me to write you regarding our campaign staff, since this is one of the responsibilities of my office.

You have an excellent background indeed and I only wish we could utilise your services in the current campaign program. However, our staff has been complete for some time, and we do not have funds to expand it beyond present limits.

We do appreciate your writing us, and your continued loyalty to and support of Mr. Nixon.

With kind regards and good wishes.

Sincerely,

H. R. Haldeman

Mr. L. M. McKay
W. 1320 - 8th Avenue, #5
Spokane 4, Washington
May 8, 1962

Dear Mr. Ray:

Thank you very much for your letter reminding our organization of County Ordinance 513, which prohibits the posting of all campaign posters and handbills within the County right of way.

Our staff has been fully informed of requirements in this connection, and we want to assure you of our complete cooperation and full intention to comply in all respects with the Ordinance.

Thank you for bringing this matter specifically to our attention.

Sincerely,

H. R. Haldeman

Mr. James C. Ray
Department of Public Works
County of Sacramento
827 7th Street
Sacramento 14, California
May 8, 1962

Dear Mr. Armstrong:

Your recent letter was appreciated very much by Mr. Nixon. Since campaign staffing falls under my office, it has been referred to me for reply.

First, we do want to thank you for your enthusiastic comments which indicate your loyalty to and support of Dick Nixon in his gubernatorial campaign.

As far as the campaign staff is concerned, the headquarters organization has been complete for some time and we do not have funds to increase it beyond present limits.

Since you are planning to come to California this summer, I would certainly suggest you get in touch with us upon your arrival. I can assure you whatever time you might have free to devote on a volunteer basis will be needed and gratefully received.

Thank you again for writing us.

Sincerely,

H. R. Haldeman

Mr. Mack Armstrong
124 Avery-
University of North Carolina
Chapel Hill, N. C.
May 8, 1962

Dear Mr. Hoopes:

Since campaign staffing falls under this office, Dick Nixon asked me to reply to your recent letter and to explain our present status.

Certainly we appreciate your acquainting us with Stanley F. Quackenbush and providing us with his resume. We are also glad to have your own comments about his qualifications.

Unfortunately, our headquarters staff has been complete for some time, and we do not have funds to expand it beyond present limits.

Also, as I am sure you will quickly understand, we have tried to utilize in this campaign those people who were familiar with the state, its political programming, and who had general but overall knowledge of the California picture.

Mr. Quackenbush might, however, check with us if he is planning to be here this summer in any event, and we would be very glad indeed to talk with him.

Mr. Nixon appreciated your thoughtfulness in writing us, as do I.

Sincerely,

N. R. Haldeman

Mr. Lorenzo N. Hoopes
45 Mott Place
Oakland, 19, California
May 8, 1962

Dear Mr. Timney:

Thank you very much for your letter reminding our organization of State laws governing campaign signs.

We appreciate too receiving the copies of the summary of provisions of the Outdoor Advertising Act and regulations, together with the application forms.

Our staff is being fully informed of requirements in this connection, and this is to assure you we will comply with the provisions of the law as set forth.

Thank you again for bringing this matter specifically to our attention.

Sincerely,

H. R. Haldeman

Mr. Edward L. Timney
Maintenance Engineer
Division of Highways
P.O. Box 1499
Sacramento 7, California
During his recent visit, BN pick up the attached in several cash contributions. He wanted it sent on to you for use in Northern California. I would suggest this as a partial advance to Jack Flynn for the Veterans' activities, unless you have a better idea. Since it was cash, it need not go through the reporting procedure.

Cashiers Check
$200.00

Date: 5-9-62

Finance - No. Calif.
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.
May 7, 1962

Dear Pat:

Thought you would be interested in attached fax copy of a memo on the 25th District.

Sincerely,

H. R. Haldeman

Mr. Pat Hillings
3921 Wilshire Boulevard
Los Angeles 3, California
Jim Smith of Modesto, who is on the Board of the Irrigation District Association and a long time supporter of EN, has been elected Chairman of a group of people, all of whom attended the IDA meeting last week, who got together on their own and formed a committee to work for EN from now through November.

They plan to spend the next six to eight weeks in organization activities and will become active very shortly after the primary. This group will be composed of representatives of all facets of the water situation - state-wide.

Will you please immediately send 30 copies of EN's water speech to Jim Smith, Post Office Box 25, Modesto, California, together with a covering letter indicating that you will be happy to provide him with whatever staff assistance he may need in the early stages of pulling his organization together?
May 7, 1962

Dear Ralph:

Dick Nixon has just advised that Kenneth Haussler, President of the California School Board Association, is a Republican - and for us - but cannot take an active part in politics. However, Haussler gave Dick the name of Bernel Harlan of Woodland and said he could be very helpful on water problems of Northern California, especially agriculture. We can be contacted through Ken Haussler, or direct.

We should try to get him active in our agriculture group. Would you make the contact and let me know what you are able to work out with him?

I understand Harlan is listed in the Woodland phone book. Ken Haussler's address is Route 1, Box 1540, Davis, California - Telephone: Skyline 3-3814.

Many thanks, and best regards. I look forward to seeing you and Ross on Friday.

Sincerely,

M. R. Haldeman

Mr. Ralph B. Dunje
World Trade Center
Ferry Building
San Francisco 11, California
Pat Mitt advises that Wm. C. Sangster, who lives in Balboa - 1560 Ocean Blvd. - and works in Long Beach (on West Chapman at corner of Orange), and Grenville "Grennie" Lansdell will organize the "Trojans for Nixon". Both were on Shell's Rose Bowl team and Lansdell was the real All-American in this group. They need letterheads etc.

Please get in touch with Sangster immediately and see what you can work out. If you have already started to work with another contact, try to bring them together.
Bob Haldeman  
Your memo of May 4th - No. Calif. Contributors  
ce: 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 acknowledg-  
ments from her.

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.
Paul Davis told me on the phone the other day he had gotten complaints from people saying they had receiving 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.
Charles Farrington, Jr.

Bob Haldeman

Your May 4th memo - RN's Hole-in-One

Let's skip this. I agree with you -- it's "old hat".
I am sending you fax copies of correspondence about Hayward Parker.

He is a Democrat and trade-union member - who wants to help in the campaign and has been recommended by two interested co-workers.

Would you check into this and see if there is anything that could or should be done by way of further follow-up?

Many thanks, and I'll appreciate getting your report.
Just a reminder - but you were going to see
that all Chairmen, Co-Chairmen, Finance Committee
members (North and South) received immediately all releases,
excerpt, statements etc. so far issued. Also make
certain they are now on the mailing list. Perhaps
the mailing going out today (release and Francis amendment)
could be excluded -- since we have made certain they
get this particular mailing.

You may be including this report in the reply to
HRH's memo to you on this subject - which he needs for
reporting back to RN.
Let's add this to the agenda for our next PR meeting and discuss any possibilities.
Lois Gaunt

Bob Haldeman

Endorsement by Independent Voters League of California

I would suggest a letter along the lines of the attached
draft be sent to Wood Wilson.
Rose Mary Woods                                                     5-7-62
Bob Haldeman
Richard H. Cronshay (your April 17th memo)

I had Ralph Bunje, Chairman of "Farmers for Nixon", get in touch with Mr. Cronshay. Ralph has just written that the contact has been made and Mr. Cronshay is being brought actively into the program.
Will you please check to see if Ed Carter has been contacted by anyone regarding education policies?

This was suggested to Hugh Flournoy - my memo of April 16th.

If he hasn't been consulted, he should be.
Bob Haldeman

5-7-62

We have discussed the possibility of your talking to Holt, and recommend that you not do so.
If all our Chairmen and Finance people are not on the mailing list for RN's statements, they certainly should be.

Will you please make certain this is set up immediately? They should get all releases, statements and anything else we have going out.

Note RN's last paragraph. Will you give me a report on this to get back to him no later than Tuesday afternoon.
May 7, 1962

Dear Mr. King:

We very much appreciate your interest and desire to help.

While the information you could provide would be extremely valuable, we must regretfully advise that for budget reasons primarily, we will be unable to take advantage of your offer to send us analyses of portions of your state-wide survey.

We are of course aware that Mr. Nixon must strike out and take the lead on issues, and assume you have observed the progress along this line in the press recently.

Thank you again for your interest, and kind regards.

Sincerely,

H. R. Haldeman

Mr. E. W. King
Director
King's Research Service
760 Market Street
San Francisco 2, California
May 7, 1962

Dear Jane:

Enclosed is American Airlines round-trip ticket which is left open for you to complete your reservation at that end.

Doris Jones just advised us you expected to arrive May 16th.

We'll look forward to seeing you then.

Best,

Sincerely,

H. R. Haldeman

Miss Jane Dannenhauer
1711 Massachusetts Avenue, N.W.
Washington, D.C.
Send this file over to Bob Finch and ask him what we can or should do about it.
1) Gladys Halley; 2) Mabel Cage; 3) Telephone Operation

1) This is a top level contact in San Marino, referred by Pat Hitt: Mrs. Gladys Halley, whose husband is Dr. E. J. Halley, is rabidly anxious to go to work for Nixon.
Address: 2390 Roanoke Road, San Marino
Phone: AT 7-9696
Please be sure this is followed up at the top level.

2) Also, it is Pat's understanding that Mabel Cage has not been contacted at all. While she is controversial, she is a hard worker and Pat feels would be excellent in organizing a portion of the telephone operation in the primary -- and should be put to work.

3) Pat also feels that in the counties where we don't have a volunteer heading up the telephone operation actually at work, we should hire someone for the balance of the pre-primary period -- a top level gal who can get this going. This would apply to all strongly Republican counties.
Rose Mary Woods
Bob Haldeman
John Pearce

Do you know John Pearce, and what can you tell me about him? He is the local type, and claims to be an old friend of MM's.
Al Moscow

Bob Haldeman

5-7-82

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.
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.
May 7, 1962

Dear Waller:

Our Field Director, John Kalmbach, called Bob Gibson, the young attorney you referred to us. He is coming into the office next week to discuss area of activity.

Many thanks - and keep 'em coming.

Sincerely,

H. R. Haldeman

Mr. Waller Taylor
Adams, Duque & Hazeltine
523 West Sixth Street
Los Angeles, California
Waller Taylor tells me that an attorney by
the name of Bob Gibson - MA 9-1231, is "dying to get
to work in the campaign - and is willing to sweep up
peanut shells at headquarters or anything else."

Will you please get in touch with Gibson,
determine his availability and ability and put him to
work?