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Would you please review the attached copy of a letter received from Alger B. Chapman and let me have your comments? Please be sure the letter is returned to me also.

Thanks.

Bob,

It seems to me that the basic ideas for the use of TV in our "campaign" as advanced by Mr. Chapman have all been considered by us.

His interest in Mr. Nixon and how best promote our cause is most commendable, but I honestly feel that all he mentions in his letter is essentially being considered.

Joe
February 9, 1962

Dear Mr. Vice President:

Although I think Wednesday night was the first time I ever had the privilege of actually meeting you in person, I feel that I have known you intimately for quite some period of time. I remember on one occasion in the 1952 campaign that I personally called Bill Rogers who was travelling with you and asked him whether he thought you would like to hear from the Governor. I remember that Bill said you were in your room alone, pretty much broken up, and felt that all of your friends in the party had suddenly deserted you. As a result, I headed for the Governor's farm in Pawling and described the situation and he immediately got in touch with you on the phone and I was there to hear the conversation. You then made your famous television defense, in one irresistibly sincere and honest statement of the facts, and the entire nation was solidly behind you.

As you may know, I ran the Governor's campaign in 1946, the New York State end of the presidential campaign in 1948, the Governor's campaign for re-election in 1950 and the New York State end of the Eisenhower-Nixon campaign in 1952.

There were two observations you made the other night with respect to your plans for campaigning in California which, based solely on my experience in New York State, raised a question in my mind. The first was to the effect that you might campaign to a large extent on national and international issues as distinguished from strictly state and local issues. Your theory was that what is good for the nation is good for California. This is so true. However, I had a very interesting experience in connection with the Governor's decision to run again in 1950 after his defeat in the national election in 1948.

At a time when the Governor, together with Russ Sprague
and the State Chairman had already publicly announced for it. Governor Joe Hanley, we received word one day that Mr. Hanley was on his way to New York to ask the Governor to run in his place. Russ Sprague, Herb Brownell and I succeeded in reaching the Governor at Forest Hills where he and his family were watching the finals of the tennis tournament that year. He came in with Mrs. Dewey to his suite at the Roosevelt and, while Frances went to the back part of the suite, the three of us did our best to convince the Governor that he should run again. He flatly refused on the basis that he had thoroughly considered the question and had conclusively decided to retire from politics. Accordingly, Herb and Russ decided the only thing to do was to get ready for the appearance of Mr. Hanley and the inevitable complications with the press.

I stayed with the Governor after Russ and Herb had gone because I was convinced that he was making a mistake and, consequently, in spite of his flat refusal to change his mind, I still urged him to do so. He stated that it was not only his decision but he and Frances had jointly decided to retire from politics and he called her in for confirmation of this fact. When she came in, I remember him asking her to tell me that she felt the same way that he did. Much to his complete amazement, she said that she thought he should run and he was completely shocked. He reminded her that they had reconfirmed the decision as recently as on their way to the tennis matches. She agreed but stated that a woman was entitled to change her mind and had done so after listening to the radio reporting that the United States had just suffered the largest casualty so far in the Korean conflict. It convinced her that under those circumstances the people of New York and the country were entitled to his services and that he was not in a position to do as he pleased.

The Governor thought about it and said nothing for a very long and silent five minutes and then abruptly said "Okay, let's get Herb and Russ back here and we'll start making our plans".

With this background, and his having so recently campaigned on the Presidential level, the Governor fully expected to pursue
his campaign with emphasis on the national and international aspects of the moment and the need for peace. He assumed that all the citizens of New York were predominantly thinking of the conflict in the East. Nevertheless, we very religiously polled the public to determine what issues were the principal ones on which to concentrate. To his surprise, the international situation was almost at the bottom of the list. It was clear that, in the selection of a Governor, the people were thinking about state and local issues of immediate consequence to them in their every day life. For example, I remember that state education and schools were first in their minds. It was hard for the Governor to accept the results of the polls and stick almost entirely to the state and local issues but he did because we all felt that while the polls could be quite unreliable on the outcome of the campaign, they usually were reliable as to their reflection of what the people were concerned about.

In the face of the Joe Hanley letter episode and his prior defeat in 1948, he came through with a victory well over 500,000 votes. I hope that you will not conclude to push the issues on a national and international level because of your own keen knowledge and interest therein without fully testing out this same question with which we were confronted. And, since the important thing is to knock off California first, I hope the polls show that you only have to take on Pat Brown, not JFK with his present popularity. He comes later.

Secondly, I thought there was a tendency on your part to rely too predominantly on what I have come to call the "pony express" or "horse and buggy" methods of getting across to the people. By this I mean the day-to-day travelling from town to town, handshaking, party doorbell ringing, etc. While these things are still unquestionably valuable in winning votes and, more particularly in keeping in tune with the attitudes and interests of the 75%. I have come to think of them as necessary adjuncts to the campaign but representing campaigning on the retail rather than wholesale level when it comes to getting your personality and character across to the people.

We became thoroughly sold on television as the one major means of getting through to the most people, the most times with the most effectiveness and the most efficiency. Consequently, I spent hours and hours with the Madison Avenue boys
mapping out our television approach to the campaign, making sure that the Madison Avenue thinking and the political thinking were correctly welded together. I worked primarily with a chap named Wick Crider, who was then with BBD & O, putting together what I think is the most effective state television campaign that has been done to date. Naturally, the perfection of the entire program resulted from the fine touch of the Governor himself and the excellence with which he, just as you, can sell himself when the opportunity and the right setting is afforded.

Mr. Crider immediately took the correct position that the Governor had to present himself in a very human way to the people and that, therefore, he should televise from the street corners of New York City, for example. We pointed out that this might be fatal in terms of dangerous incidents, too apt to occur. As a result, Wick devised an extremely clever procedure whereby the Governor actually sat in the studio but the television sets were located on two important cross-town, highly populated spots on the street. The people could see the Governor and the Governor could see them on the set in the studio. They talked to him from the street and he talked back to them as they appeared to him from the street on the television set in front of him. They would shake their finger at him in making a point and he would shake his back. He could compliment the ladies on their pretty hats and make other friendly remarks without taking his eye off the main target of getting his position on the issues across. He answered every question that was presented from the public and we had young Republicans planted with about the most embarrassing questions we could think of to make the program lively and with the most significant questions to get the Governor's platform across on state and local and, occasionally, national issues. Both sets were manned by experts in handling an audience.

On top of these 15 minute programs, we took as much time as we could afford on pre-arranged 15 minute shows. We threw out any suggestions of half hour long political speeches in order to avoid boredom. We then threw out just straight 15 minute political speeches for the same reason and took the 15 minutes and converted them actually into shows.

For example, when we wished to attack the enemy with respect to their "crimes", the show was arranged for Hallowe'en
or thereabouts. The Governor appeared on a haunted house set and decided to go to the cellar to see what frightening things he might find down there. In the cellar, he started opening closet doors and there found the skeletons in the closets — i.e., the opposition's scandals.

When we decided to attack the enemy's pie in the sky, we developed a theme around the Trojan Horse — "Beware of the Greeks Bearing Gifts" and he would pull out of a full-sized Trojan Horse all of the enemy's promises and destroy them one by one in a most thorough and amusing fashion.

Thus, rather than what one would usually see on the television page of the newspapers — namely "7 to 7:15 Political Speech", one would see "7 to 7:15, Governor Dewey and the Trojan Horse". Every second of the 15 minutes was a hard sale against unexpectedly interesting and effective backgrounds wrapped up in a suitable theme.

As a matter of coincidence, when I took over the management of Beech-Nut Life Savers and found myself quite unhappy with the ineffectiveness of our advertising, I told our then and present advertising firm — Young and Rubicam — that the one person I had confidence in on the use of television for commercial purposes was a fellow named Wick Crider who I was afraid I would find at BBD & O. Y & R proudly reported to me that that was not the case because he had become Vice President in charge of Television Programming for their own agency.

I know that you are not going to overlook the importance of television but I would have felt much more comfortable if you had declared TV as being the core to your campaign with all the travelling and handshaking that could be worked in to give that last bit of selling leverage rather than the real guts of your effort.

I remember the Governor taking a trip to Pine Valley for a double foursome golf outing which included the famous Archie Compston, the golf pro at the Mid-Ocean Club in Bermuda, and one of the most colorful pros of our time. Pat Hogan, whom you met in Pawling, was driving Archie back from Pine Valley and asked him what he thought of the Governor's game and his
answer was "He is nothing but a damned old piccolo player". By this he meant that when he took his club up to the full back swing he let go of his little finger on his left hand as a piccolo player would and, consequently, he uncocked his wrist at the top of the swing so that when he hit the ball, he had nothing but the motion of his body and arms to make the ball go. I compare TV to unleashing the cocked wrist in a golf shot. It is the real guts of campaigning; the rest helps to get the last extra yardage.

I realize the techniques of New York state campaigning may not be common to California and, of course, you know California like the back of your hand. Nevertheless, I can't help making the foregoing observations for what they may be worth to you.

Incidentally, Wick Crider spends a great deal of his time in California on Y & R business and you might want to talk with him just out of curiosity. The only thing to be sure of is that the television man doesn't go "all out" a la Madison Avenue where they only have to win one small percentage of the people to make a business a success, rather than the majority. You have to carefully bring advertising concepts into focus so that they produce the results of an exciting political presentation rather than a Madison Avenue commercial. In my opinion, Wick is the most experienced man in the United States on this type of thing.

I was sorry that on your trip to St. Catherines I had to miss you, having left the Island the night before you arrived. The station master at McIntosh, Mr. McAllister, still talks about the fact that I tipped him off as to who was arriving in the morning and you will remember that he was there to meet you, and you crossed the tracks to say hello to his wife. They, like the Polish girl in the Waldorf barber shop, will never forget meeting you.

I got quite a kick out of your remembering Toby Woods. I remember that we were on St. Catherines when we heard by radio of FDR's death. When we broke the news to Toby, his only observation was "I wonder if they have anyone to take his place". I am sure this same thought came to you on at least two occasions.
The very best of luck. You really knocked a good many million people dead on the Jack Paar show. It was a swell job.

Sincerely,

Honorable Richard M. Nixon
1035 Pacific Mutual Building
523 W. 6th Street
Los Angeles 14, California
October 22, 1962

Dear Colonel Clark:

I was delighted to receive your letter of October 17th indicating that the Alameda County Committee is "comfortably fat".

It was indeed reported at our recent Leadership Meeting that Alameda County would not be able to afford either a telephone blitz or a Democratic mailing, both of which are absolutely essential to our cause.

I trust Bob McKee and Lou Sherman can work together on this, and that the available funds will be expended in the most productive way possible.

Thanks very much for all your help.

WIN WITH NIXON!

H. R. Haldeman

Colonel Dunlap C. Clark
330 Seaview Avenue
Piedmont 10, California
September 10, 1962

Dear Mr. Taylor:

Seymour Chotiner has told us of meeting you and of your interest and offer to help in Dick Nixon's campaign.

Needless to say, we were especially pleased to learn you will actively support Dick, and this is to assure you of his appreciation and that of the campaign organization generally for anything you may find it possible to do. This will be one of the hardest fought campaigns in California's history, as I am sure you know, and it goes without saying, the offered support of people like yourself means much.

I hope you will pass along any thoughts or suggestions you feel would be helpful to us as the weeks go on.

Our thanks and best regards.

Sincerely,

H. R. Haldeman

Mr. J.M.F. Bud Taylor
Editor-Publisher
Palm Springs Life
Palm Springs, California

cc: Mr. Seymour Chotiner

bcc: Mr. Murray Chotiner
     Mr. Herb Klein
August 2, 1962

Dear Dick:

Thanks for your note of July 31st.

We'll look for you here about 11:00 o'clock on August 20th. At that time we can button up the details.

Best regards,

Sincerely,

H. R. Haldeman

Mr. Richard C. Capen, Jr.
Copley Newspapers
7776 Ivanhoe Avenue
P.O. Box 1530
La Jolla, California
July 31, 1962

Mr. Robert Haldeman
Nixon for Governor Headquarters
3908 Wilshire Boulevard
Los Angeles, California

Dear Bob:

I enjoyed our conversation last week and am very pleased with the arrangements made for my work this fall.

My leave of absence from The Copley Newspapers will commence August 20. I will arrive in your office around eleven o'clock that day and plan to be in Los Angeles all that week.

I have made the necessary motel reservations for the week, and Dick Ports is currently arranging an automobile for my use this fall, inasmuch as my own could not withstand the mileage I anticipate. Perhaps between now and the 20th, arrangements could be made for any credit cards you feel I might require. To facilitate your records, a simple advance for my expenses would be fine with me and you probably have a telephone credit card number I could use for calls. These details, I am sure, can be worked out when I arrive in your office.

I look forward to much hard work and, most importantly, success on November 6.

Most sincerely,

[Signature]

RICHARD G. CAPEN, JR.

RGC:dt1
Dear Mr. Haldeman,

Your letter of May 31 has been forwarded to me from Charlottesville, and I am of course keenly disappointed that your staff cannot accommodate my admittedly circumscribed summer situation. The anticipation of passing a summer in the shadow of big time power politics was enormously attractive, and I put the prospect to final rest with great reluctance.

I am aware of the severe limitations and liabilities of my position, particularly in regard to personal resources, and it was only with great reticence that I suggested burdening your campaign chest to the limited but necessary extent that I did. Such was prompted by a conviction that I could of real assistance to the campaign organization.

My congratulations go to you and Mr. Nixon on his recent primary victory. The challenge of preaching true conservatism to the dissident party faction is an awesome one, and I would have relished joining in that historic effort.

Your continued cordiality is sincerely appreciated, and I trust that should the occasion arise in the future where I might augment or advance your electoral efforts on behalf of Dick Nixon, you will not hesitate to call upon me.

With every good wish,

Sincerely yours,

Kenneth O. Conboy

Mr. H. R. Haldeman
Campaign Manager
Nixon For Governor
3908 Wilshire Blvd.
Los Angeles 5, California
June 21 1962

Mr. Robert Haldeman
3908 Wilshire Boulevard
Los Angeles 5 California

Dear Mr. Haldeman

This is a line to express my appreciation for your kindness in arranging for me to meet with Mr. Nixon last Tuesday the nineteenth.

It was certainly a great pleasure to meet him, and I had a very interesting and satisfactory visit.

I was glad to see in this morning's paper that Shell has requested his followers to support Nixon. It would certainly have been unfortunate if we had any real split in the Republican party. Because of the Democratic registration I think that the Republican climate has to be just right in order to succeed.

You can be certain that you can count on us up here to do our very best toward a victorious result.

Again thanks.

Yours sincerely

MC\imw

cc: Mr Art Dolan

This is Our 57th Year
June 1, 1962

Dear Colonel Clark:

Glad you felt the Telethon was successful.

I agree with your comments regarding Gail Storm and Sigma Chi, and we will certainly make every effort to trap such slips before they occur in the future.

I am delighted to know that you are Chairmaning the Alameda County Finance Committee, and trust that Woo gia will smile with favor upon your effort.

Best regards.

WIN WITH NIXON!

M. R. Maldeman

Colonel Dunlap C. Clark
330 Seaview Avenue
Piedmont 10, California
May 31, 1942

Dear Mr. Comboy:

I am sorry to have delayed writing you. We have, however, been attempting to work out ways and means of accepting your offer to be of service to our staff out here.

After considering every possibility and discussing the situation with others immediately concerned, we must now advise you that it does not appear we can take advantage of the fine contribution we are sure you could make to our organization. The funds are not available to expand what we are certain will be the necessarily compact staff which will carry through the summer period.

We regret very much indeed our decision must be as it is. You will want to finalize your own plans for the immediate future, and I am only sorry we could not work something out for you out here.

With kindest regards, and again many thanks for your interest and offer to help.

Sincerely,

E. R. Haldeman

Mr. Kenneth O. Comboy
204 Lowther
University of Virginia
Charlottesville, Virginia
file of William Howard Church -- orig.ltrs.
referred to Harrison McCall - So. Calif.
Policy Committee -- to follow through and implement --

- contacting retired, well-to-do - in various areas.
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 -

N. R. Haldeman

Mr. Howard Church
1078 Marchetta Lane
Pebble Beach, California
Dear Ted: Don:

Thanks very much for your letter of May 18th. We are always glad to receive suggestions and comments such as you have passed along.

In the thought you may have missed seeing some of the statements and releases enclosed, they are included for your information.

I would certainly appreciate hearing from you further when any ideas occur which you feel would be helpful to us.

Thanks again for your interest and help.

Best regards,

WIN WITH NIXON!

H. R. Haldeman

Mr. Don H. Cooper
The Ted R. Cooper Co., Inc.
149 West 22nd Street
Los Angeles 7, California
Sam Conti (Contra Costa Ct.)

See: Cond. RN Memo file
Re report on NBH phone conversation
with Conti 5/16

X No. Calif. Organization
May 8, 1962

Dear Ray,

Pleased to receive your letter and to know that the honors project is now behind you. Am sure it is up to your always high standards of excellence. Hope we will see a copy of it sometime.

Anything I can ever appropriately do for you, I am more than glad. However, as far as working in the campaign is concerned, I do not believe I can be helpful.

The only area in which I have any responsibility is the mail office, and as far as I know now, the only openings there will be here would be for people with a combination of technical-composing skills.

Research is now a completely separate division. You did not say, but I got the impression from your letter that you were thinking about working during the summer only, and that you have other plans for the fall. If this is the case, I think there is the drawback of research needing trained people most at the time you would be leaving, since September and October are the pressure months of a campaign. Also, I personally don't think you would be any better off as far as time is concerned to build your statewide College Youth for Nixon organization if you had paid-job responsibilities in the research end, than if you were at Disneyland.

Have you talked with anyone about your College Youth organizational responsibilities being on a paid-job basis during the summer. It seems to me that it would be best if your total efforts were channelled in that one direction. However, I have no knowledge of budget or other campaign organizational matters.

Back to my original point, after all this rambling--none of this up to now. Bob Haldeman is the one in whose hands all such decisions rest. My suggestion that you get a letter off to him soonest, setting forth the whole matter. If you would like for me to "second any motions" at any point, for whatever it might be worth, I would do so with pleasure and enthusiasm.

Hope you will stop by when next you are up this way.

Very best from all of us,

Lois

(from my bad typing of this, you can see that we need technical skills here!!!)
Miss Loie Gaunt  
Suite 607  
Coast Federal Savings Building  
9th & Hill  
Los Angeles, California  

Dear Loie:  

I just came back from dinner and could not get the energy to start studying so I have been laying on my bed reflecting about my association with the Nixon people. It certainly does not seem like six years since I, sixteen years old, came roaring into the Mark Hopkins Hotel to get yours and everybody's hair.

Anyway here I am, thanks to the interest you people sparked in me, graduating from Redlands in government. Two days ago I turned in my honors project. It is a 250 page affair entitled, you would never guess--THE VICE PRESIDENCY OF THE UNITED STATES: TRADITION AND A NEW CONCEPT. My mother came to Redlands Saturday morning. We typed on the thing in twenty hour shifts for three days. We had to have three copies. I think by the time it was all over, Mother wished I had never heard of Nixon and was a math major--their projects are only about fifty pages. Thanks to Dick Ports I had a good interview with the boss. He gave me permission to use some material from his Vice Presidency that had never been used before, giving the project some real "class."

As if you had not done enough for me in the past, this letter is partially a request for further consideration. As you know I am State Coordinator of the College for Nixon, which I plan to turn into a real going organization. If I have to work 40 hours a week at Disneyland this summer I am not going to be in the locale or the position to build the organization like I want to. Following the primary I would like to work with you people in a research capacity. I feel I am capable (in all my modesty!) and there is no group of people in the country I would rather work with than you, Agnes, MM and the others. So if you can give me consideration I would more than appreciate it.
I think I am coming into Los Angeles on Monday to see Dan Waters. If I do I will drop in on you. I have got to firm up my work plans pretty soon since Disneyland has been on my back to see if I am returning there.

Sincerely,

Ray Chambers
cc: Carter Barber

This is primarily a research matter, but I think you should handle the initial approach.

Ray Arbutnot says that John Carr, who was Director of Finance for Governor Brown up until recently, might be interested in helping in the Nixon campaign.

Ray advises Carr is a good man; is - or at least was - a Republican; did an extremely good job for Brown. His sister is a Democrat in Santa Barbara, but both Carr and his sister have gotten out of politics because they are sick of the Brown people and operation.

Carr was Comptroller for Buffums in Long Beach before he went into the government.

It is extremely important that he be approached on the right basis. Since he is now in the Export-Import business, with a home in Lido, Ray thought that Harry Buffum or Llewellyn might be able to talk with him. Both are good, personal friends.

Will you please give this some thought and work out an approach. Let me know what you can do.
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
Jolt

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?
April 23, 1962

Dear Aylett:

Helene Drown called me at home over the weekend to say you had reported to her that some Native Sons' group had invited Dick to be the principal speaker at their Convention at the Disneyland Hotel in late May. As I understand it, you said they apparently have heard nothing from Dick regarding the invitation and therefore are very upset with him.

We have thoroughly checked all of our records, both in the campaign headquarters and in Dick's office, and I can assure you we have not received any invitation from any Native Sons' group which meets the above description.

I wonder if you would be so good as to check this matter out further as to the correct name of the group, the time the invitation was sent, to whom it was addressed etc., so that we can pursue this further? At the present time I have nothing to go on, since we have received nothing.

Thanks very much, and kind regards.

Sincerely,

M. R. Haldeman

Mr. Aylett B. Cotton
Nelsen, Schurake, Cotton & Holmes
250 California Street
San Francisco 11, California

Personal
Cronshey, Richard
Secretary
Challenge Steam & Butter
L.A.

old friend of RN - ref. by RMLD -

see "F v C - "Farmers" -
April 23, 1962

Dear Mr. Carey:

Alice Leopold has been kind enough to send me a copy of your letter to her of April 3rd.

We will definitely get in touch with Arthur Williams and hope that we can draw on his obviously valuable advice and assistance in the campaign.

I was of course aware that Norman Houston is not for Nixon, and certainly agree with you that Kelly would have closer contact with the grass roots than George Beavers.

We are reprinting the Ebony Magazine article for selective distribution during the campaign. It appears to have had a very salutary effect on many people.

Thanks very much for your interest and advice. Please give us the benefit of any further thoughts or suggestions you may have as the campaign goes on.

Sincerely,

H. R. Haldeman

Mr. Archibald James Carey, Jr.
188 West Randolph Street, Suite 1501
Chicago 1, Illinois
April 3, 1962

Dear Alice,

I urgently suggest that you confer with

Mr. Arthur J. Williams
1631 South LaSalle Street
Los Angeles, California.

His friends call him "Kelly" and he is the Director of Agencies for the Golden State Mutual Life Insurance Company. He is one of my closest friends and is interested in Nixon. Let me warn you, that when you bring this up some unsophisticated person is going to inform you that Golden State is already "in the bag" because Norman Houston, the President, and George Beavers, Chairman of the Board, are both for Nixon. Houston is not for Nixon this time and while Beavers is loyal, Kelly has closer contact with the grass roots. He will consult with you wisely and put you in touch with valuable people.

Finally, look at two articles.

1. The current issue of Ebony Magazine, with a picture of Lena Horne on the front, includes Nixon's interview concerning the Negro vote.

2. Jet Magazine of the week around April 16, will probably have some note relative to my own campaign for Judge of the Probate Court here in Cook County.

All for now and

Love from all of us,

Wendy

Mrs. Alice K. Leopold
1250 Jones Street
San Francisco, California
April 11, 1962

Dear Mr. Carley:

Your letter of March 29th was appreciated very much by Mr. Nixon. He has asked me to reply since staffing for the campaign organization is handled by this office. However, he did want me to express his thanks for your very kind comments about him personally, and especially for your interest and desire to help in his gubernatorial campaign.

I am sorry we do not have an opening where your talents and enthusiastic approach could be fully utilized. Our Headquarters’ staff has been at full compliment for some time.

If you are planning to come to California anyway, I would certainly suggest you get in touch with us upon your arrival. I can assure you whatever time you may be able to devote on a volunteer basis will be needed and gratefully received.

Our thanks again for writing, and our very best wishes.

Sincerely,

H. R. Haldeman

Mr. John H. Carley
78 College Avenue
New Brunswick, New Jersey
Mr. Ray Chambers  
1018 College Avenue  
Redlands, California

Dear Ray:

Thanks so much for your letter. Just as a preliminary run-down as to procedure, why don't you, as Coordinator of the State College for Nixon Committee, get your letter out along the lines you have suggested, and over your own signature. This would be the starter. The card to be returned should definitely be included. From the returns, I would then suggest you appoint your own Committee.

My thought is this, Ray. It would seem better for the Committee to be set up by you and from the inception, keep the reins in your hand, with our organization supplying guidance, advice and counsel when and where needed. This sort of program is most effectively handled as a "self-starter", so to speak, and as a "self-sustaining" thing. Norton Norris, our Contact Director, would be the one with whom you would be working here in Headquarters, and he would be immediately available for any help or suggestions you want. He can arrange to have your letters produced and mailed, and the cards too. Give him a draft to work with and he will follow-through.

Joel Fisher's address is 3148 College Street, Berkeley, California.

If we can possibly work in Dick Nixon's visit to the Redlands campus in April before the Convention, we will certainly do so. I agree this would be very helpful.

At the moment, I am putting Norton Norris in touch with you and you'll be hearing from him within a few days. He will help you get this thing rolling, but meantime, call or write me further about any thoughts or contrary suggestions you have.

Many thanks, Ray, and best regards.

Sincerely,

H. R. Haldeman
April 3, 1962

Dear Mr. Copeland:

This letter will acknowledge your generous offer of the use of the 1962 Chrysler New Yorker for Mr. Nixon during his Southern California campaigning.

The specific arrangements outlined in your letter of March 30th will of course be most satisfactory.

The persons authorized to pick up this automobile will be Messrs. Booth Turner, Nick Ruwe, and Sandy Quinn. All are on Mr. Nixon's personal campaign staff. We will be sure that they give you twenty-four hours notice prior to desire to pick up the car.

At this point I am not able to give you much of a schedule on the use of the car other than the possibility of April 12th and 13th. I am sure it will not be needed from April 14th through the 22nd. We will try to get a tentative schedule down to you as soon as possible.

Meantime, please accept my thanks and those of Mr. Nixon for this very generous and substantial assistance.

Sincerely,

H. R. Haldeman

Mr. D. H. Copeland
Western Area Director
Chrysler Corporation
1111 North Brookhurst
Anaheim, California
April 4, 1962

Dear Mr. Condon:

First may I thank you for your letter of inquiry regarding possible participation in the Nixon-for-Governor campaign. Mr. Nixon appreciated your writing and your fine expression of interest and support. Since campaign staffing falls under my office, he asked me to review your letter and resume.

Although our staff is at full compliment, I am referring your letter to our Northern California office so that they will be acquainted with your background and availability this summer or fall. It would be my suggestion that when you do return to California, you contact the Nixon-for-Governor office at 523 Market Street, San Francisco, DOuglas 2-5576, and discuss your current situation with either Mr. William Spencer or Miss Joan Dewey.

We do appreciate your writing us, and of course are hoping that if a staff position is not open, we can count on whatever time and help you may be free to offer us in other areas.

Kind regards and good wishes.

Sincerely,

H. R. Haldeman

Mr. George A. Condon
Acting Instructor
Department of Political Science
Washington State University
Pullman, Washington
Dear Bob:

This is just a note to tell you that I, too, enjoyed seeing you again when I was in New York last month. Ever since my return the campaign schedule has been so heavy that I have been unable to keep up with my personal correspondence.

You may be sure I am most grateful for your offer to be of assistance during the campaign and I would like you to express my thanks to Bob Six as well. I hope we can work this out and would greatly appreciate your talking it over with Bob Haldeman, DUNkirk 5-9161, at your convenience.

With kindest personal regards,

Sincerely,


Mr. Robert S. Carter
Director of Public Affairs
Continental Air Lines, Inc.
Stapleton Airfield
Denver 7, Colorado
Mr. Copeland, Chrysler Corporation, called -- wanted to speak with you or RN.

- said they had been requested by the Brown Camp to provide Brown with an automobile for his campaigning in Southern California.

- Mr. Copeland said, "the only way I will do that is to extend the same offer to Mr. Nixon."

- further, mentioned he had Chrysler New Yorker - 4-door Sedan - which he would be happy to make available.

- Mr. Copeland will not be in his office this afternoon, but after expressing our thanks for his kind and generous offer, I said you would telephone him tomorrow morning.

- Phone: MA 4-8761

to quote Mr. Copeland -- immediately preceding his use of the "Brown Camp" phrase -- he said, "I hate to say this dirty word, but - ..."

DW
The attached invitation was directed to RN via Chad McClellan and in my opinion should receive an RN TD, although a telegram or message is recommended; TD on basis of prior commitment.

att: ltr. from David Chow
re: The Gee Tuck Sam Tuck Association -
  Fifth Anniv. and Chinese New Year - Sun. 3/25/62
  (invitation also att.)
February 19, 1962

Mr. J. Ward Casey
591 Maryland Avenue
Brawley, California

Dear Mr. Casey:

The Legislative Alumni list is certainly an important factor, and we are grateful indeed to have it.

For the time and effort you put into compiling this information, our sincere thanks. The former legislators are exceedingly important to the Party and their advice and counsel should and will be sought.

I am sorry to have missed seeing you when you were in the office. In both instances, I was out, but Yvonne Smith told me of your visits. Will hope to have an opportunity to see you later on.

Our thanks again for your fine help.

Sincerely,

H. R. Haldeman
February 26, 1962

Dear Ray:

Carol Arth tells me that you asked her to pass on the message that you were ready to go whenever we gave you the word.

I wrote you on February 19th with initial suggestions and understood Norton Norris, our Contact Director, wrote you last Friday, enclosing some lists and other data.

Hope you are charging ahead - full steam - by this time.

Best regards.

Sincerely,

H. R. Haldeman

Mr. Ray Chambers
1018 College Avenue
Redlands, California

File: - F & C "Campus for Nixon" Com.
/ x - C
x - Chron.

cc: Mr. Norton Norris
February 13, 1962

Mr. Noel Coleman
United Irish Societies of San Francisco
131 Rivas Avenue
San Francisco 27, California

Dear Mr. Coleman:

This will follow up your recent correspondence with Mr. Nixon inviting him and Mrs. Nixon to attend the United Irish Societies' St. Patrick banquet in San Francisco on March 11th. Since he would very much like to attend this interesting affair, your letter was immediately referred to our Schedule Committee, which made every attempt to juggle an already-committed date so he could participate in your St. Patrick's banquet. Unfortunately, however, his schedule for that date is firm, and he must reluctantly decline your kind invitation.

Again, we much appreciate your thoughtfulness in writing.

Sincerely,

H. R. Haldeman

HRH: jr
February 13, 1962

Mrs. Thomas R. Campbell
Post Office Box 175
Rancho Mirage, California

Dear Mrs. Campbell:

This will follow up your recent correspondence with Dick Nixon inviting him to address the March 1 luncheon meeting of the Desert Four Republican Women's Club, Federated. Much as he would like to have the pleasure of meeting with your group, his schedule for that date is already fully committed, and he must reluctantly decline your kind invitation.

However, we are keeping your letter in our pending file with the understanding that we will be in touch with you if something can be worked out for the future. It is Mr. Nixon's intention to cover all areas of California intensively during the course of the campaign, and whenever a visit to your area can be worked out, you will hear from us. Certainly the Desert Four Republican Women's Club, as well as the Palm Springs Assembly, will be included in any plans we make for that area.

Again, many thanks for your thoughtfulness in writing.

Sincerely,

H. R. Haldeman

HRH:jr

bcc: MM
January 13, 1962

Mr. Walter H. Curry
Route 6, Box 175
San Jose, California

Dear Mr. Curry:

This is in further reference to our letter of February 8th in which Dick Nixon accepted your kind invitation to address the Santa Clara County School Board's spring dinner meeting to be held in Palo Alto in April. We are confirming this engagement for Wednesday, April 4th, and you can be sure Mr. Nixon is looking forward to this fine affair.

Miss Jean Dewey of our San Francisco office, 525 Market Street, Douglas 25576, will be handling arrangements. I would suggest that you designate one person in your organization as her contact for all plans on this meeting in order to avoid any confusion. Meanwhile, please let Miss Dewey bear from you if you have any questions.

Sincerely,

H. R. Haldeman

HRH: jr

bcc: Jean Dewey - S. F.
Booth Turner
February 13, 1962

Mr. Blaine Pettitt
Chairman
Fresno County Republican Central Committee
2605 Marced Street
Fresno 21, California

Dear Blaine:

I certainly appreciated your letter of February 8th giving us a more complete run-down on the Fresno event. The best laid plans will go awry, and this is something people ultimately understand. At the time, it is always rough going, and I can imagine the pressures you were under. In the circumstances, Blaine, you and the organization there did an outstanding job.

The February 24th visit will help out. As you know, Dick will be speaking at noon to the California Petroleum Marketers Council, and then a Reception that afternoon, probably between 2 and 4 P.M., will be set-up. It has to be an afternoon stint because he is due in San Francisco that evening for the Chinatown Parade. As soon as all details are confirmed from this end as to time, place and auspices, we will let you know so that you can handle it from there with maximum effectiveness.

Thanks again, Blaine. The letters addressed to Dick which you sent along have been forwarded to him.

Best regards and all good wishes.

Sincerely,

H. R. Haldeman

File: Cand.-Fresno Dinner
x - P
x - Chron.
cc - Schedule
February 9, 1962

Mrs. Marvin J. Cassady
Gridley, California

Dear Mrs. Cassady:

Many thanks for your kind invitation to Dick Nixon asking him to stop in Gridley on his Northern California trip next week. You can be sure he would like to do this, but unfortunately, his schedule for this tour is fully committed, and he must forego a trip to Gridley until later in the campaign.

However, Mr. Nixon fully intends to cover all areas of the state intensively during the course of the campaign, and we will certainly be in touch with you when a visit to Gridley can be worked out.

Again, many thanks for your thoughtful invitation.

Sincerely,

H. R. Haldeman

ERH:jr

bcc: Jean Dewey-S.F.
February 8, 1962

Mrs. Alice Crocker
Microfilm Engineering
1020 Lomita Drive
Bakersfield, California

Dear Mrs. Crocker:

Many thanks for your letter of February 5th with its warm words of support for Mr. Nixon. Also, we very much appreciate your comments on areas he should visit on his Mother Lode tour.

You can be sure he is looking forward to visiting Columbia State Park next Wednesday, February 14th, when he will attend a luncheon and reception there. His plans also include a visit to Sonora before the drive to Columbia, as well as frequent stops in Calaveras and Amador Counties in the Mother Lode country.

Again, thank you for your kind letter. Your thoughtfulness in writing us is much appreciated.

Sincerely,

H. R. Haldeman

HRH: jr

bcc: Jean Dewey - S. F.
February 8, 1962

Mr. Walter H. Curry
Route 6, Box 175
San Jose, California

Dear Mr. Curry:

Your recent letter to Mrs. Ruth Watson inviting Dick Nixon to address the Santa Clara County School Board’s spring dinner meeting in Palo Alto on either April 3 or 4 has been referred to the Schedule Committee for consideration. Mr. Nixon definitely would like to accept your kind invitation for one of those two dates. However, until his northern California trip planned for the first of April is fully coordinated, we cannot tell you whether the definite date will be April 3 or April 4.

Just as soon as we can confirm one of those two dates, we shall get in touch with you. You can expect to hear from us in the very near future.

Again, thank you for your kind invitation.

Sincerely,

H. R. Haldeman

HRH:jr

bcc: Miss Jean Dewey - San Francisco
February 8, 1962

I prof. Carl Q. Christol  
University of Southern California  
Department of Political Science  
University Park  
Los Angeles 7, California

Dear Professor Christol:

This is to follow up your recent correspondence with Dick Nixon inviting him and Mrs. Nixon to attend the annual dinner dance sponsored by the 311 Logistical Command, United States Army Reserve, in Los Angeles on April 7th. Much as he would like to attend this fine event honoring Major General Fernando C. Menzaccy, his schedule calls for him to be in Northern California on that night, and he must reluctantly decline your kind invitation.

The Schedule Committee made every attempt to juggle dates in order for him to accept, but it was not possible, and consequently, he and Mrs. Nixon will not have the pleasure of joining you.

Thank you again for your thoughtfulness in writing.

Sincerely,

H. R. Haldeman

HRH:jr
February 8, 1962

Mrs. Leola Gleazen
Staff Secretary
Republican Citizens' Committee
of Onondaga County
400 Denison Building
Syracuse 2, New York

Dear Mrs. Gleazen:

Thank you so very much for writing us about Mrs. Audrey Collins.

I am today sending a copy of your letter to our San Francisco office with the request they contact Mrs. Collins. Needless to say, such offers of help are always gratefully received.

You were thoughtful to write us, and I am sure Mrs. Collins will be hearing from someone in our Northern California organization in the very near future.

Sincerely,

H. R. Haldeman

cc: Miss Jean Dewey

File: Offers
   x Northern Calif. - San Fran. & No. Ct. Names
   / G
   x - C
   x - Chron.
WIRE SENT 25/62  9:00 A.M.

to:  Gardner Cowles

Will be necessary for me to leave New York Tuesday morning. Regret very much missing your dinner. Advised you by letter last week which you may have by this time. Best regards.  

Bob Haldeman
H R HALDEMAN, DLR BEFORE 10 FEB 5=
3908 WILSHIRE BLVD LOSA=

HAVE NOT RECEIVED WORD FROM YOU REGARDING DINNER
FOR RICHARD NIXON WEDNESDAY FEBRUARY SEVENTH TO ENABLE
US MAKE SEATING ARRANGEMENTS INTERESTING AS POSSIBLE
AND ACCOMMODATE WALDORF AS TO NUMBERS ATTENDING WOULD
APPRECIATE YOUR WIRING ME EARLY MONDAY IF YOU ARE
COMING. REGARDS=

GARDNER COWLES LOOK MAGAZINE 488 MADISON AVE
NEW YORK CITY=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE
February 3, 1962

Mr. I. Locke
Calavo Growers of California
4833 Everett Avenue
Los Angeles 58, California

Dear Mr. Locke:

Miss Yvonne Smith has advised me of your recent visit with her and has given me a memorandum which contains your thoughts on a fund-raising effort.

As yet, the campaign organization does not include a staff member whose primary function will be in the fund-raising field. I am, therefore, taking the liberty of holding your presentation for transmittal to our Finance Chairman following his appointment. Should the scheme you have in mind be one which the finance people would like to consider, I am sure you will hear directly from someone in that area of our operation.

Meantime, however, I did want to acknowledge your thoughtfulness and your interest in our effort, and thank you very much for coming by the office.

Kind regards.

Sincerely,

H. R. Haldeman
January 31, 1962

Mr. Roger H. Coffee, President
Concordia-Argonaut
Van Ness Avenue and Post
San Francisco 9, California

Dear Mr. Coffee:

Mr. Dinkelspiel has passed along to me your letter inviting Mr. Nixon to speak before the Concordia Argonaut Club. The invitation will be considered by the Schedule Committee at its next meeting, and we will get back to you just as soon as possible.

Looking at the schedule, we are already working around a number of firm commitments in both March and April. As I am sure you will recognize, the Schedule Committee is confronted with problems involving both geography and time, but I do want to assure you that your invitation to Mr. Nixon will receive every consideration.

We appreciate hearing from you and will be in touch with you just as soon as a definite indication is available.

Sincerely,

H. R. Haldeman

[Signature]

bcc: Mr. John Dinkelspiel
      Ruth Watson
Dear Mike:

I have held off a reply to your letter of January 18th until my plans were definite.

Although I will be coming to New York with Dick, it will be necessary for me to leave before your dinner Wednesday night.

I'm really sorry to miss the event, and know you and the others will have a wonderful time.

Kindest regards.

Sincerely,

H. R. Haldeman

Mr. Gardner Cowles
President and Editor
Cowles Magazines and Broadcasting, Inc.
488 Madison Avenue
New York 22, New York
January 18, 1962

Dear Bob:

This supplements my previous letter regarding the private dinner I am giving in the Waldorf-Astoria Hotel for Richard M. Nixon on February 7.

We will assemble in the Basildon Room of the Waldorf at 6:30 p.m., and dinner will be served in the connecting Jade Room at 7:15 p.m. Please take the ballroom elevators to the third floor.

We will break up about 10:30 p.m., but anyone who wishes may remain after the dinner for a nightcap and chatting with our guest of honor. Business clothes.

There will be no speeches. Mr. Nixon will spend more than an hour answering questions. Since the dinner is private, neither the guest list nor any part of the discussion will be publicized.

I hope you know at this time whether you can attend, and will let me know at an early date. I would like to spend a little time making the seating arrangements as interesting as possible.

Sincerely,

Mike

Mr. H. R. Haldeman
3908 Wilshire Boulevard
Los Angeles, California
February 1, 1982

Mrs. Maxcy Callahan  
Buyer, Book Department  
The White House  
San Francisco 8, California

Dear Mrs. Callahan:

Thank you very much indeed for your letter of January 29. Although I cannot at this time discuss definite plans in connection with publication of Mr. Nixon's book, he will appreciate, as do I, your thoughtful suggestion of an autograph party and reception at The White House. It will be passed along to those immediately concerned with this phase of programming.

Meantime, please know we are very grateful for your thoughtfulness in writing us. If it appears possible to work something out along the lines you have suggested, we will certainly contact you.

Sincerely,

H. R. Haldeman

HRH:dw

cc: Ruth Watson

File: Candidate - Book Promotion
✓ x - Callahan
x - Chron.
January 29, 1962

Miss Etheldra Claxton
Studebaker Hall
La Verne College
La Verne, California

Dear Miss Claxton:

To follow up your recent exchange of correspondence with Mr. Nixon regarding your invitation to him to address the student body at La Verne College, I regretfully must tell you that the efforts of the Schedule Committee to work a spring date into his schedule have not been successful.

Consequently, he must reluctantly decline your cordial invitation to meet with the students of La Verne College in the foreseeable future. However, in the event that it should later appear possible to work a visit to La Verne College into his schedule, we would like to take the liberty of contacting you.

Thank you again for your kind invitation.

Sincerely,

H. R. Haldeman

HRH:jr
January 18, 1962

Mr. Ray Chambers
Founders Hall
Redlands, California

Dear Ray:

The Nixon visit to the Redlands campus is definitely in order and I would appreciate your thoughts as to best timing and suspicions.

I am sorry we weren’t able to get together over the holidays, but trust you had a good vacation at Disneyland.

I definitely think we should go ahead with the college organization, and am in full accord with the comments in your letter of December 7th concerning the need for entering the primary campaign with unmatched drive and enthusiasm.

I am afraid the files from the Presidential campaign would not be of much value to us since they are now two years old and I presume that at least a major portion of students succeeded in completing their courses and have graduated. I think it would be better to start from scratch, campus by campus, and suggest that you get in touch with Joel Fisher at Stanford, State President of the College Federation of Young Republicans, to see if he can help us in this regard. Obviously we do not want the Nixon organization to be limited to the college YR’s, but Joel is very much with us and I think could be helpful in providing an initial contact on each campus. If you can take the time to get this project under way, I would like very much to have you serve as general coordinator for the organizing stage, at least.

If you can take this on, why don't you get in touch with Joel and then let me know what you are able to work out?

Best regards.

Sincerely,

H. R. Haldeman

File: F & C - "Campus for Nixon" Committee
x - C
x - Chron
December 22, 1961

Mr. Tom Woods
President
CABLE
2000 Washington Avenue
San Leandro, California

Dear Mr. Woods:

I note in the December issue of CABLE News that you, as President of CABLE, have been asked to contact the candidates for Governor of the two major parties requesting information on their plans for the Department.

I understand that your members have a number of thoughts regarding action or inaction on the part of the Governor of California over the years, and I would be very much interested in learning from you what you feel has been neglected or mishandled in the past, and also what positive steps you feel would be advisable for the future.

If you are going to be in the Southern California area in the near future, perhaps we might be able to get together to discuss this. If this is not possible, I would suggest that you meet with one of our Northern California people and would be glad to set this up at your convenience.

Would you be so kind as to give me an indication of your current plans and any thoughts you wish to express at this point.

Thank you very much.

Sincerely,

A. R. Haldeman

ccr. Mr. John C. Landreau
Mr. James M. Cannon
Newsweek
1229 National Press Building
Washington 4, D. C.

Dear Jim:

Thank you very much for your letter of November 10 and your kind words regarding my new function in the Campaign.

I also greatly appreciate receiving a copy of your monumental opus on politics. I have already read through most of it and find it extremely interesting.

I trust you will be getting out to California in the year ahead and I hope you will be giving me a call when you're here.

In the meantime, very best regards.

Sincerely,

H. R. Haldeman

HRH/jb
APPOINTMENT

Mr. Roy Crocker
628 West 6th St. -
Room 500

Tuesday 1/16
1:30 P.M.
To: Rosemary Woods

From: Betty, Mr. Adams' secretary

Subject:

Mr. Adams saw Mr. Roy Crocker, President of Lincoln Savings & Loan Assn., at noon time, at which time Mr. Crocker gave to Mr. Adams the two attached cards of Mr. Fred J. Babcock. Mr. Crocker told Mr. Adams that Mr. Babcock was interested in helping out Mr. Nixon's campaign for Governor. Mr. Adams does not know Mr. Babcock but asked that I send the cards up to you for whatever assistance they might be.
Mr. Otis Chandler  
Publisher  
Los Angeles Times  
Los Angeles 53, California  

Dear Otis:  

Your recollection regarding my statement in your office that I was not a candidate for Nixon's campaign manager is completely accurate. I told Dick before he declared his candidacy that I would not be available for any fulltime position in the campaign because of the commitments I had made to J. Walter Thompson Company.  

As we worked on the development of a plan for campaign organisation, after his announcement, I realised I could probably be of some help in the campaign and was able to work out a satisfactory arrangement and replacement, on a temporary basis, at Thompson, and so here I am. I appreciate your congratulations and kind words, and can only say that I share your feeling that this campaign must result in victory.  

As you can well imagine, the last two weeks have been extremely hectic, but I hope that within the very near future I will have things well enough underway that we will be assured of a smooth and efficiently functioning campaign organisation, well before our candidate starts his active campaigning.  

I would also like very much to impose upon your time and good nature to the extent of a general discussion of a number of questions and thoughts that I have regarding the campaign on which I would greatly appreciate your views.  

Thank you very much for writing. I will be calling soon to see if we can get together. In the meantime, best regards.  

Sincerely,
November 10, 1961

Mr. H. R. Haldeman  
J. Walter Thompson Co.  
6505 Wilshire Boulevard  
Los Angeles, California

Dear Bob:

I seem to recall when you and Bob Finch were in my office recently, that you stated you weren't a candidate for Nixon's campaign manager due to the pressures of your job. What happened?

Congratulations anyway, and I know you will perform well and contribute immensely to the campaign which must result in victory.

Sincerely,

[Signature]

OC:pr
Mr. Ray B. Chambers  
Founders Hall  
Redlands, California

Dear Ray:

Thank you very much for your letter of November 9. Let me start back on your third point by saying that I certainly do remember the crossing of our paths most vividly in 1956 at San Francisco, and also in 1960 at Chicago.

I did not know that you had been working one day a week at the Coast Federal Building this summer, but I'm certainly glad to see that you are continuing and expanding your interests on behalf of good government. I was also delighted to learn that you are serving as president of the University of Redlands Young Republican organization, and that you are going to be graduating cum laude from the University this year. Strangely enough, I am a U. of R. alumnus having spent six semesters there in the Navy V-12 program from 1944 to 1946.

Now to cover the other points outlined in your letter. First, your invitation to Mr. Nixon to visit the U. of R. campus sometime during the next semester is one which, I am sure, we will want to accept, and I am referring it to the Schedule Committee to be considered in laying out overall plans for speaking activities after the first of the year. I would like very much to see Dick make an appearance at Redlands and will do what I can to help to work this out. We will be in touch with you probably right after the first of the year regarding this.

I am in complete agreement with you that a College Nixon for Governor Committee would be extremely valuable and I would like very much to pursue this thought further with you. If you will take the time from your studies to do so, I would greatly appreciate a more detailed letter on this subject outlining your thoughts and suggestions which, I can assure you, will receive careful consideration.
As to the position on the campaign staff after the primary, I am sure you recognize that I can't make any firm commitments at this point for a situation that far ahead. I can certainly, however, give you my personal assurance that if there is any place at all in the campaign organization where your talents can be fully utilized, I will be more than happy to see that this is worked out.

In the meantime, thank you again very much for writing. I will look forward to hearing from you further regarding the college organization.

Very best regards.

Sincerely,

H. R. Haldeman
November 20, 1961

Mr. Earl A. Carson
606 North Dwight Street
Compton 4, California

Dear Mr. Carson:

This short note is to acknowledge with thanks your recent letter and offer relative to what you term may be a different approach to effective campaigning.

We are busily engaged at this time in developing plans and an organizational structure and would appreciate another letter from you wherein you outline your proposed program in greater detail.

Thank you again for your interest and kind offer of help.

Very truly yours,

H. R. Haldeman
November 21, 1961

Mr. Harry Crook
504 Main
Avon, New Jersey

Dear Harry:

Before any more time goes by, I wanted to bring you up to date on the current situation as regards campaign staff here in California.

While we are certainly going to need every bit of help we can get, and especially from seasoned pros like yourself, I am just not in a position at this stage, at least, to make a commitment to you that would justify your moving your family to California.

While we do hope that one or two of our former campaign associates from out of the state will be coming out here to help on a volunteer basis, we are, of course, going to do our basic campaign staffing with Californians.

I am not sure whether you had definitely decided to move out to California, whether or not you would be working in the campaign. If this is the case, and you do decide to come out in the near future, I would, of course, like very much to talk with you when you get here to see if we can work out at that time some basis for your participation. I cannot, however, make the financial commitment, which you outlined, as a basis for your devoting a full year to the campaign.

I would appreciate it if you would let me know what your current thinking and plans are, and let's see what we can do from there.

Best regards.

Sincerely,

H. R. Haldeman
September 18, 1961

Dear Mr. Nixon:

I am writing to you not only as one who greatly admires your tremendous abilities but as one who has, upon several occasions had the honor to work with you personally during campaigns in New Jersey.

This letter is one which urges you to not lose any more time but to come out immediately and declare yourself as a candidate for Governor of your native State of California.

The people of this entire country have realized too late that they missed the opportunity to elect you as our President—please don't deny the good people of California the right to elect you as their Governor.

This, as you well know, is not just a matter concerning the State of California. The future of the entire National Republican party, in my view, hinges on your success or failure as its titular leader.

Without a proper platform of honor from which to speak, your voice as leader will become less audible as time goes on and before long it would be but a whisper.

You cannot allow this to happen to you or the Party because you have given too much of yourself and your family to just sit by and see some political opportunist step in and take over the leadership.

I have had more than 25 years of active political (Republican) campaigning—I would like to be a part of an organization, working in the State of California, for the next full year, helping to put together a winning team for you.

My business is in excellent condition, I am willing to place a manager in charge of it while I would be working for and with you.

A brief summary of my activities accompanies this letter and I'm certain that you will remember me when you have read it.

Whether you accept my offer to come to California or not, PLEASE announce as a candidate for Governor.

You will no doubt be elected and from there you will eventually gain your real goal.

Your early reply is awaited.

Sincerely,

HARRY B. CROOK, JR.
Political activities summary, in part, of Harry B. Crook Jr. (Age 47)

1960-In charge of Nixon-Lodge tours for State of New Jersey.
    Worked closely with Jack McKenzie, Bob Collier, John Erlichman,
    a young lad named Black, John Warner and others.
    Jack McKenzie and Bob Collier can best testify as to my dedic-
    ation to your cause.

1958-As acting Executive Director of the New Jersey Republican Or-
    ganization, with Sen. H. Alexander Smith as acting chairman, arrang-
    ed for your appearance at a luncheon of more than 200 New Jersey "fat
    cats" at the Waldorf Astoria.
    This was during the campaign when we tried to elect Congress-
    man Kean to the U. S. Senate.

1957-Chairman of Nixon tour of New Jersey during Forbes for Governor
    campaign.
    You were almost mobbed in Jersey City and we always kiddingly
    placed the blame for that on Lou Guylay and Ab Herrman.
    Incidentally, during this particular campaign it was my job
    to schedule candidate Forbes into every one of the more than 500
    towns in New Jersey for at least one appearance.
    He appeared in more than 475 of those towns and, although he
    lost the election to Meyner, Forbes obtained very close to one
    million votes, more than any other Republican candidate had ever
    received in this State up until that time.

1956-As New Jersey State chairman for absentee voting was able to
    set up an organization which produced more than 25,000 votes for
    Ike and Dick.
    In addition, I have been a member of the board of commissioners in
    my home town for the past 11 years----served as Mayor from 1955 to
    1959-----have been county committeeman for my home district since
    1947 and above all else, I am dedicated to the cause of helping to
    elect Dick Nixon as Governor of California and then as the next Pres-
    ident of the United States.
    Our State Chairman, Webster B. Todd, our finance chairman, Duncan
    Pitney, Congressman Peter Frelinghuysen and many others high in our
    State party would be only too happy to furnish references and make
    recommendations as to my strong and tireless desire to win.

Sincerely,

[Signature]
Dear Mr. Nixon:

I am writing to you not only as one who greatly admires your tremendous abilities but as one who has, upon several occasions had the honor to work with you personally during campaigns in New Jersey.

This letter is one which urges you to not lose any more time but to come out immediately and declare yourself as a candidate for Governor of your native State of California.

The people of this entire country have realized too late that they missed the opportunity to elect you as our President—please don't deny the good people of California the right to elect you as their Governor.

This, as you well know, is not just a matter concerning the State of California. The future of the entire National Republican party, in my view, hinges on your success or failure as its titular leader.

Without a proper platform of honor from which to speak, your voice as leader will become less audible as time goes on and before long it would be but a whisper.

You cannot allow this to happen to you or the Party because you have given too much of yourself and your family to just sit by and see some political opportunist step in and take over the leadership.

I have had more than 25 years of active political (Republican) campaigning----I would like to be a part of an organization, working in the State of California, for the next full year, helping to put together a winning team for you.

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Worked closely with Jack McKenzie, Bob Collier, John Erlichman, a young lad named Black, John Warner and others.

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This was during the campaign when we tried to elect Congressman Kean to the N. Y. Senate.

1957—Chairman of Nixon tour of New Jersey during Forbes for Governor campaign.

You were almost mobbed in Jersey City and we always kiddingly placed the blame for that on Lou Guylay and Ab Herrman.

Incidentally, during this particular campaign it was my job to schedule candidate Forbes into every one of the more than 500 towns in New Jersey for at least one appearance.

He appeared in more than 4/5 of those towns and, although he lost the election to Dewey, Forbes obtained very close to one million votes, more than any other Republican candidate had ever received in this state up until that time.

1956—As New Jersey State chairman for absentee voting was able to set up an organization which produced more than 25,000 votes for Ike and Dick.

In addition, I have been a member of the board of commissioners in my home town for the past 11 years—served as Mayor from 1955 to 1959—have been county committeeman for my home district since 1947 and above all else, I am dedicated to the cause of helping to elect Dick Nixon as Governor of California and then as the next President of the United States.

Our State Chairman, Webster B. Todd, our finance chairman, Duncan Pitney, Congressman Peter Frelinghuysen and many others high in our State party would be only too happy to furnish references and make recommendations as to my strong and tireless desire to win.

Sincerely,
3908 Wilshire Boulevard  
November 15, 1961

Mr. Richard G. Capen, Jr.  
Copley Newspapers  
P. O. Box 1530  
La Jolla, California

Dear Dick:

This is just a note to thank you for your letter of November 3 and to tell you how much I appreciate your congratulations on my appointment as Dick Nixon's campaign manager.

Needless to say, we have a long and tough campaign ahead of us, and it's going to require a tremendous effort on the part of all of us who are involved. Your good wishes are, therefore, greatly appreciated.

I plan to be calling upon you for substantial assistance in the coming months and, in the meantime, I am taking the liberty of adding your name to our mailing list.

Very best personal regards.

Sincerely,

H. R. Haldeman
November 3, 1961

Mr. H. Robert Haldeman
General Manager
J. Walter Thompson Company
6505 Wilshire Blvd.
Los Angeles, California

Dear Bob:

Congratulations on your being named Dick's campaign manager. It was an obvious excellent selection.

I thoroughly enjoyed seeing you last week in San Diego and hope that you will call upon me if I can be of any assistance along the way.

I am sure you will very much enjoy preparing for another active year of "drills" and crises.

Best personal regards.

Sincerely,

Dick

Richard G. Capen, Jr.