

Richard Nixon Presidential Library
White House Special Files Collection
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
53	24	09/10/1962	Memo	To Stans, from Hunter. Regarding the attached proposal and how it might be implemented if RN wins governorship. 1 page.
53	24	09/10/1962	Memo	To Stans, from Hunter. Regarding the attached proposal and how it might be implemented if RN wins governorship. Copy, but not on campaign letterhead. Not scanned. 1 page.
53	24	09/10/1962	Memo	To Stans, from Hunter. Regarding the attached proposal and how it might be implemented if RN wins governorship. Copy, but not on campaign letterhead. Not scanned. 1 page.
53	24	08/1962	Report	Proposal to G.O.P. of California, submitted by R.W. Campbell. Bound. Only cover copied. 12 pages
53	24	n.d.	Memo	Campaign idea from Bob Rowan that involves setting up phone lines so people can call in and listen to the candidate's stance on particular issues. 1 page.
53	24	n.d.	Memo	Suggestions from the Policy Committee meeting. One concerning the Earl Warren Sr.'s campaign. 1 page.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
53	24	10/17/1962	Letter	To William Moorehead, from H.R. Haldeman. Thanking Moorehead for his "constructive suggestions" and materials. 1 page.
53	24	n.d.	Memo	Reminder from Bob Haldeman to send a letter to Moorehead. Attached to previous. 1 page.
53	24	10/15/1962	Memo	From Joseph Horton, to H.R. Haldeman. About Moorehead suggestions. Attached to previous. 1 page.
53	24	n.d.	Report	Campaign suggestions from William Moorehead. Attached to previous. 16 pages.
53	24	09/26/1962	Letter	To RN, from R.H. Simpson. Simpson's beliefs that the Brown-Mosk campaign is condoning corruption in the district attorney's office of Santa Cruz county. 1 page.
53	24	08/23/1962	Letter	To James Sensenbrenner, from H.R. Haldeman. Thanking Sensenbrenner for the information regarding Cartop sign carriers. 1 page.
53	24	08/17/1962	Letter	To H.R. Haldeman, from James Sensenbrenner. Introducing enclosed information about cartop sign carriers. Attached to previous. 3 pages.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
53	24	08/21/1962	Memo	To RN, from Alan Nichols. Tactics for getting democratic votes. 2 pages.
53	24	n.d.	Memo	Note to Dorothy about an expensive campaign idea. 1 page.
53	24	n.d.	Memo	Note from Dorothy W., to Charlie Farrington. Regarding the map guy. Attached to previous. 1 page.
53	24	08/14/1962	Letter	To H.R. Haldeman, from Howard Thelin. Regarding a letter to Bob Finch. Attached to previous. 1 page.
53	24	08/02/1962	Letter	To Howard Thelin, from Frank Holm. Regarding the use of "freeway maps to publicize candidates." In archival envelope. Attached to previous. 2 pages.
53	24	08/14/1962	Memo	To Emily Pike, from Charlie Farrington. Regarding sending out a letter to newly naturalized citizens. 1 page.
53	24	07/17/1962	Letter	To Alan Nichols, from H.R.Haldeman. Thanks to Nichols for his campaign suggestions. 1 page.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
53	24	06/27/1962	Letter	To RN, from Alan Nichols. Nichols' general views on the campaign. Attached to previous. 4 pages.
53	24	06/29/1962	Letter	To Edgar Wright, from H.R. Haldeman. Regarding rubber stamps for the campaign and original letter from Mr. Wright, dated 6/15/1962. 2 pages.
53	24	06/27/1962	Letter	To Earl Ebi, from H.R. Haldeman. Regarding the Heyler editorial. 1 page.
53	24	06/25/1962	Letter	To Bob Haldeman, from Earl Ebi. Suggesting the editorial by Dave Heyler as a tactic for winning Democratic votes. Attached to previous. 1 page.
53	24	n.d.	Newspaper	Clipping from Rancho Park Citizen/West Los Angeles Citizen: From the Desk of Dave Heyler, a column. In between archival paper. 1 page.
53	24	06/22/1962	Letter	Form letter, anonymous sender. Regarding the Heyler editorial and Democratic/Republican differences. Attached to previous. 2 pages.
53	24	5/26/1962	Memo	To Harrison McCall, from Bob Haldeman. Implementing the suggestions of William Howard Church. 1 page.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
53	24	05/26/1962	Letter	To Lloyd Evans, from H.R. Haldeman. Regarding Evans campaign suggestion of out-of-state letters in support of RN. 1 page.
53	24	05/21/1962	Letter	To Lloyd Evans, from RN. Thanking him for his campaign ideas. Attached to previous. 1 page.
53	24	n.d.	Other Document	Business card of Lloyd Evans. Attached to previous. 1 page.
53	24	05/16/1962	Letter	To Mrs. Nixon, from Lloyd Evans. Regarding a campaign idea he wanted to pass onto RN. Attached to previous. 1 page.
53	24	05/14/1962	Letter	To Lloyd Evans, from RN. Thanks for your letter. Sorry I'm so busy. Attached to previous. 1 page.
53	24	12/27/1961	Letter	To RN, from Lloyd Evans. Asking for campaign materials to enclose in letters he sends to friends and family in California. Attached to previous. 2 pages.
53	24	11/24/1961	Letter	To Lloyd Evans, from RN. Appreciation for his writing concerning RN's candidacy. Attached to previous. 1 page.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
53	24	04/23/1962	Memo	To Bill Spencer, from Bob Haldeman. Thanks to Spencer for campaign ideas. 1 page.
53	24	04/19/1962	Memo	To Bob Haldeman, from Bill Spencer. Campaign tactic to show Republican unity. Attached to previous. 1 page.
53	24	05/25/1962	Memo	To Emily Pike, from Bob Haldeman. Commending Pike's idea of writing letters to newly naturalized citizens. 1 page.
53	24	05/24/1962	Memo	To Herb Kalmbach, from Bob Haldeman. Reminder to vote cards suggested by Bill Spenser. 1 page
53	24	04/30/1962	Memo	To Bob Haldeman, from Rose Mary Woods. Kenneth McCracken and out-of-state campaign help. 1 page.
53	24	03/14/1962	Memo	To Bob Haldeman, from Yvonne Smith. Campaign idea: Approach for General Campaign. 1 page.
53	24	03/14/1962	Memo	To RN, from Yvonne Smith. Approach for General Campaign. Attached to previous. 3 pages.

Nixon for Governor

To: ~~Stans~~
From: Hunter
Subject: Attached proposal
Distribution:

Date: Sept 10, 1962 *file*

I have discussed the attached proposal with Mr. Campbell and have expressed to him my own belief that this sort of thing could be extremely helpful in the long pull of changing some aspects of the GOP which have been stumbling blocks to our vote-getting in the past.

Mr. Campbell was hopeful that this project might be implemented in the Nixon campaign. I explained to him that I felt it was one of those good ideas which did not come along in time for the budget committee to give it the attention it deserves. I also think that an effort of this sort is better directed at the Party level than at the level of a particular campaign.

Once the practical considerations of getting a new Governor in Sacramento are behind, and with Dick Nixon running the state we ought to give this a good hard look.

~~cc. Campbell
Haldeman~~

Bob--The copy to Campbell makes it unnecessary to follow up until he calls--next January.

DH

PROPOSAL

TO

G.O.P. OF CALIFORNIA

August 1962

Submitted by:

R. W. Campbell
115 North Sloan Avenue
Compton, California
Phone: NEwmark 8-3648

he got it from us -
we used in '60 in all
major cities - it cost
a fortune!

10-29

Bob Rowan called from Washington, D.C. -- had just seen
ad in N.Y. Times he thought we should consider using -- a
good gimmick....

1/4 pp

D I A L

(pic. of Rocky holding
a phone - looking right
at you)

GOVERNOR ROCKEFELLER

Let him tell you	JOB	(phone number)
where he stands on these	HOUSING	"
important issues. JUST	TAXES	"
SELECT A TOPIC THAT	SCHOOLS	"
INTERESTS YOU.	NARCOTICS	"
	etc. etc.	

(each a different
phone number to dial)

-- then the caller gets a recording of Rockefeller who
thanks them for calling - and goes on to ~~XXXXXXXXXXXXXXXXXXXX~~
make his statement on the particular issue dialed.

-- Rowan thought it worth considering; said ~~Rockefeller~~
Rockefeller apparently was just starting to use today.

10-18 2:05 P.M.

per Downey Orrick

*To
Fred Jaffner
"Good idea -
can you
get this?"
Bob H.*

Policy Committee mtg. ystdy...out of it

a couple of suggestions he wanted to pass along:

- 1) re: Earl Warren, Jr. --- they thought it might be good idea to get a list of Warren Sr.'s chairmen -- people who worked in his campaign -- contact them -- and get out a release hanging it on them -- supporting and endorsing RN -- to offset Jr.'s gyrations.
- 2) re: Brown taking credit for everything good in California....get out a release -- setting forth record of legislation introduced and passed by the Repubs. -- pointing out the Repub. Adm. was in when etc. etc. etc.

October 17, 1962

Dear Mr. Moorhead:

Mr. Horton has given me the material which you prepared.

This contains many constructive suggestions for campaign use, and I certainly want to thank you for having taken the time to compile and submit this to us.

I am passing it along to others in the organization who I know will be interested.

Our sincere thanks for your support and help.

WIN WITH NIXON!


H. R. Haldeman

Mr. William V. Moorhead
General Manager
Emerald Bay Community Association
600 Emerald Bay
Laguna Beach, California

DW
Send a ltr
to Morhardt

BOB HALDEMAN

From:

Date 10-15-62

JOSEPH K. HORTON

To H. R. Haldeman —

Mojo —

Here are my quotes
from.

William V. Moorhead
General Manager

Emerald Bay
Community Assoc.

600 Emerald Bay
La Jolla Beach
Calif.

JKH

JEFFRIES BANKNOTE COMPANY — Printers, Lithographers and Engravers
117 Winston Street • Los Angeles 13 • MA 7-9511 — After 5:00 P.M., MA 7-9514

PROGRESS IS OUR

MOST IMPORTANT { PRODUCT
OBJECTIVE

BROWN IS THE KING
ARTHUR IN THE 20TH
CENTURY COURT.

BROWN WANTS TO REBUILD THE GOVERNORS MANSION IN SACRAMENTO WHEN IN REALITY HE ~~WOULD BE~~ SPENDS MOST OF HIS TIME AT THE ~~LIVING IN THE~~ WHITE HOUSE

THE BIGGEST STATE IN THE UNION BY POPULATION SHOULD HAVE ITS OWN GOVERNOR NOT A PUPPET OF THE WHITEHOUSE

THE WEST HAS NOW COME INTO MATURITY. IT IS ENTITLED TO FULL NATIONAL RECOGNITION, NOT A PUPPET OF WASHINGTON. CALIFORNIA NEEDS A GOVERNOR OF CALIFORNIA, FOR CALIFORNIA, AND FOR THE PEOPLE OF CALIFORNIA.

WE SEE MR. KENNEDY SO OFTEN THESE DAYS, MASSACHUSETTS IS APT TO BECOME JEALOUS.

I KNOW MR. KENNEDY DIDN'T COME THIS TIME JUST TO SWIM.

MR. KENNEDY ~~W~~A'PPARENTLY WANTS TO BE GOVERNOR OF CALIFORNIA AS WELL AS PRESIDENT OF THE UNITED STATES.

I HOPE THIS HAS NOT BECOME A PERSONAL THING BETWEEN MR. KENNEDY AND I, BUT ~~WHAT~~ ~~IT IS~~ ~~HARD~~ ~~NOT~~ I CAN'T HELP BUT WONDER WHEN WITH THE CUBAN CRISIS, - - -

- - - - -
HE IS CAMPAIGNING SO HARD FOR THE GOVERNORSHIP OF CALIFORNIA

BROWN MIGHT HAVE BEEN BORN IN CALIFORNIA BUT HIS HEART IS IN MASSACHUSETTS.

THE PROPOSITION BEFORE THE PEOPLE OF CALIFORNIA IS WHETHER THEY WANT TO ELECT ~~THEMSEL~~ A GOVERNOR OF THEIR STATE, FOR THEIR STATE, TO ^{ADMINISTER} ~~RUN~~ THEIR STATE, OR TO ELECT A TERRITORIAL AGENT OF THE PRESIDENT,

THE ISSUE AT HAND ^{HERE} IS NOT JUST ELECTING A MAN GOVERNOR, IT IS A MATTER OF STATE RIGHTS AND INDEPENDENCE AND ^{SELF} GOVERNMENT, OR FEDERAL CONTROL FROM THE WHITEHOUSE

THE KENNEDY'S HAVE COME TO CALIFORNIA.

CALIFORNIANS THINK CAREFULLY THIS IS YOUR STATE. ITS COLORFULL HISTORICAL PAST AND ~~A~~ HOPE AN EQUALLY COLORFULL AND INDEPENDENT FUTURE ~~IS~~ IS IN YOUR HANDS

MR. BROWN ~~LIKES TO~~ CLAIMS A LOT CREDIT FOR WHAT THE PEOPLE OF CALIFORNIA HAVE DONE FOR THEMSELVES.

HE WOULD HAVE US BELIEVE THAT THE GOLD, THE OIL, THE NATURAL BEAUTY, THE SUNSHINE AND EVEN THE WATER WE DRINK IS PROVIDED BY HIM

~~THEH~~ THE USES OF OUR RESOURCES WERE PLANNED, AND ^{MOST} ~~MANY~~ CONCEIVED ~~BEFORE~~ WITHOUT MR. BROWN, BUT ABOVE ALL, ~~WE~~ OUR WORKS ARE PAID FOR BY YOU, YOU THE PEOPLE, THE RIGHT TO

AS YOURS,

BE PROUD IN ACCOMPLISHMENT ~~BEINGS~~
~~TO YOU THE PEOPLE.~~

I WANT TO BE GOVERNOR, TO
WORK FOR THIS STATE AND YOU
PEOPLE TO HELP YOU MAKE BETTER
USE OF YOUR RESOURCES, TO HELP
YOU GET BETTER VALUE FOR YOUR
MONEY AND TO KEEP YOUR VOICES
FOREVER STRONG IN THE AFFAIRS OF
YOUR GOVERNMENT.

IF EVER THERE WAS AN ADMISSION
OF WEAKNESS, OF REAL FEAR AND OF
FAILURE IT IS EVIDENT HERE IN
CALIFORNIA TODAY WITH THE GREAT
~~INTEREST~~ CONCERN OF THE PRESIDENT
ATTEMPTING ~~TO~~ BOLSTERING BROWN'S POSITION

I WOUDDER IF MR. KENNEDY WANTS
TO BE A WRITE IN FOR GOVERNOR OF
CALIFORNIA

MAYBE THINGS ARE TOO HOT FOR HIM
IN WASHINGTON.

IF GOODWIN KNIGHTS' STORY OF BEING OFFERED SOME POSITION SHOULD BE REVIEWED BY OPPOSITION THE ANSWER IS SIMPLE:

OF COURSE MR. KNIGHT WOULD BE ELIGIBLE FOR SUCH A POSITION, WHY NOT. HE WAS GOVERNOR CERTAINLY HE WOULD BE WORTHY OF THAT POSITION. CERTAINLY I OFFERED IT TO HIM.

HOW ABOUT THE 10% [']ERS
THAT TOOK OVER UNDER THIS
ADMINISTRATION

BROWN IS KENNEDYS TRILBY

USE PEOPLE TO CONDEMN THE
PRESENT BROWN ADMINISTRATION

PICK PEOPLE WHO ARE INTELLIGENT
WHO ARE VOCAL AND WHO ARE
DISSATISFIED, MAD & LOGICAL

LET THEM TELL MR. NIXON, BEFORE
T.V. CAMERAS AND LET HIM TELL
THOSE PEOPLE THAT HE CAN AND
WILL CORRECT SUCH THINGS

STAGE SUCH APPEARANCES SO
THEY CAN BE CONTROLLED FOR
EFFECTIVENESS & IMPACT.

THE ADMINISTRATION OF WHICH IT IS APPARENT THAT MR. BROWN IS A PUPPET HAS POWER. IT CONTROLS THE EXECUTIVE, THE SENATE, THE HOUSE AND WOULD CONTROL THE SUPREME COURT.

IT CONTROLS MR. BROWN AND IT WANTS TO CONTROL CALIFORNIA. HOW MUCH POWER DO YOU THE PEOPLE WANT TO PUT IN THEIR HANDS.

WHERE DOES DEMOCRACY END AND TOTALITARISM START - I'LL ANSWER - WITH TOO MUCH POWER.

KEEP CALIFORNIA FREE

CALIFORNIA SHOULD PROVIDE INCENTIVE AND OPPORTUNITY FOR THE VIGOROUS YOUNG GENERATION HERE AT HOME THEY SHOULDN'T HAVE TO GO TO WASHINGTON TO GET IT

I AM PROUD TO HAVE YOUR "IKE"
OUR FORMER PRESIDENT ISENHOWER COME
TO YOU WITH SO FINE A RECOMMENDATION
ON MY BEHALF.

IT IS HEART WARMING TO HAVE SO GREAT,
SO WARM A MAN COMPLIMENT ME FOR MY
PERFORMANCE AS HIS ASSISTANT DURING
THE LONG YEARS OF EXACTING DUTIES. THIS
I HAVE, I AM REAL PROUD.

BE PROGRESSIVE & FREE
DON'T ACCEPT BUREAUCRATIC GLICHES!

MR. KENNEDY WANTS HIS MAN
BROWN KEPT IN OFFICE.

THIS IS OBVIOUS FOR WHAT ELSE
WOULD MAKE ~~THE~~ MR. KENNEDY TAKE
SO MUCH TIME AWAY FROM THE GRAVE PROBLEMS
OF OUR NATION.

BUT TRULY IS MR. KENNEDY'S INTEREST
IN BROWN OR IS IT IN USING BROWN
TO CONTROL CALIFORNIA, ITS POPULATION

ISN'T IT TO GAIN MORE POWER. MORE
AND MORE POWER OVER OUR FEDERAL GOV-
ERNMENT AND NOW POWER OVER INDIVIDUAL
STATES

THIS PLAN OF ~~THE~~ MR. KENNEDY'S TO-
DAY HOLDS FORTH LOFTY VISIONS OF
NEW FRONTIERS BUT HAS ITS FEET
DEEPLY IMBEDDED IN THE TRADITIONAL
POWERFUL MACHINE POLITICAL CONTROL
~~BE~~ REMEMBERED BY NAMES LIKE; CURRY,
TAMMANY, PENDERGAST, HAGUE,

TAMMANY HALL OR KENNEDY HALL, WHAT'S
THE DIFFERENCE

ISN'T THE WHITEHOUSE NOW BECOMMING
KENNEDY HALL AND ISN'T BROWN A
DISTRICT LEADER FOR THE HALL. IF SO
HE CANNOT FAITHFULLY SERVE THE
INTERESTS OF THIS GREAT STATE AS
ITS GOVERNOR AND CHIEF EXECUTIVE,
BUT ONLY AS A HENCHMAN OF MR. KENNEDY

THIS IS A CRITICAL PERIOD IN THE
HISTORY OF THE STATE OF CALIFORNIA,
YES ALL STATES.

BUT CALIFORNIA IS MY HOME. HERE
IS WHAT I WOULD LIKE TO SEE FOR
IT, AS IT NOW ACQUIRES PROMINENCE.

FIRST OF ALL: FULL STATE RIGHTS
WITH ITS PEOPLE TO HAVE THEIR VOICES
CLEARLY HEARD, WITH OUR STATE CONT-
RIBUTING ITS RIGHTFULL SHARE TO KEEP
OUR NATION HEALTHY AND STRONG, NOT
TO BE A VASSAL STATE USED TO CREATE
AN EVER MORE POWERFUL CENTRAL GOV-
ERNMENT.

SECONDLY THAT THE PEOPLE OF CALIFORNIA BE UNDERSTOOD, CALIFORNIANS ARE AS FINE A CROSS SECTION OF THE PEOPLE OF THE UNITED STATE AS ^{CAN BE} FOUND. LET US LOOK

WE HAVE TRADITIONAL AND COLORFULL DEPENDANTS OF EARLY CALIFORNIA, MADE UP OF THE AFFECTIONATE CHARACTER OF OLD MEXICO, THE EARLY PIONEERS, MOUNTAIN MEN, THE BUILDERS OF A NATION.

WE HAVE OUR NATIVE SONS AND DAUGHTERS AND WE HAVE OUR NEW SONS AND DAUGHTERS THAT ARRIVE DAILY BY THE HUNDREDS TO TAKE THEIR PLACE AND BUILD THEIR HOMES.

WE HAVE MATURE ~~ADULT~~ THINKING GRAND-MOTHERS & GRANDFATHERS WHO ARE ^A VIGOROUS CAPABLE AND STABLE SEGMENT OF OUR ^{STATE} PEOPLE.

WE HAVE THE MOVING PROGRESSIVE AND FLERT MOTHERS & FATHERS, YOUNG WOMEN AND YOUNG MEN WHO ARE AWARE OF AND ACCEPT RESPONSIBILITY OF HOME & COMMUNITY ^{AND THE TIMES}

OUR PEOPLE THEN TO BE UNDERSTOOD MUST BE RECOGNIZED AS A TRULY AMERICAN SECTION OF THE POPULATION OF UNITED ^{STATES,} FREE & FREE THINKING

WE SHOULD UNDERSTAND ~~UNDERSTAND~~
THE TWO PHILOSOPHIES INVOLVED IN OUR
POLITICAL CHOICE TODAY

BOTH SUBSCRIBE TO LOOKING FORWARD
IN THE EXPLORATION & DEVELOPMENT OF
ALL THE SCIENCES, ARTS AND RELIGIONS
FOR ~~THE~~ BETTERMENT OF MANKIND

MR. BROWN AND HIS BOSS WANT TO
PROCEED BY THE ~~THE~~ ROUTE THAT;
USES ^{ALL} THE PEOPLE AS ^{PAWNS} SUBJECTS TO
POWERFULL CENTRAL FEDERAL GOVERNMENT,
DISPENSING largess & BENEFITS TO
THOSE THEY FEEL DESERVING, THE
GENERAL GOOD TO MANKIND WOULD
DEPEND UPON THE ABILITY OF THE
FEW TO HANDLE EMENSE POWER
WITHOUT DISCRIMINATION - WHAT A RISK

THE UNITED STATES OF AMERICA WAS
FOUNDED ON A CONCEPT THAT PURPOSELY
PROHIBITED SUCH CONCENTRATION OF POWER

THERE FOR OUR PHILOSOPHY ~~OF~~ TO
ACHIEVE THE GOALS OF PROGRESS IS
~~TO~~ THE FULLEST USE OF INDIVIDUAL
~~THE~~ INITIATIVE IN ITS FREEST FORM

~~GOVERN~~
UNHAMPERED BY FEDERAL POWER

THIS IS WHAT I BELIEVE THE
PEOPLE BELIEVE IN AND WANT. THIS
IS WHAT I WANT. ~~THIS IS WHAT~~
~~YOU SHOULD HAVE.~~

WE SHOULD HAVE A GOVERNOR OF
CALIFORNIA AND FOR CALIFORNIA
NOT A MAN WHO IS A TERRITORIAL
WARD LEADER FROM A POWERFULL
CENTRAL GOVERNMENT, OR FROM
KENNEDY HALL

BROWN'S EYES TURN TO
KENNEDY & WASHINGTON

MY EYES ARE FOCUSED ON
CALIFORNIA AND YOU

~~KENNEDY HATES~~

THEY WANT GOVERNMENT OF HOW
MANY LEADERS FROM A FOURTEEN
MAY BE A MAN WHO IS A TERRIBLE
CALIFORNIA AND FOR CALIFORNIA
WE SHOULD HAVE A GOVERNOR OF
~~THE STATE~~
IS WHAT I WANT. THIS IS WHAT
PEOPLE BELIEVE IN AND WANT. THIS
THIS IS WHAT I BELIEVE THE

~~THE~~ HUNDREDS OF LEADERS FROM
~~THE~~

603 Mission St. Apt 5
Santa Cruz, California
September 26, 1962

*file
no answer*

Phone: 426-0308

Mr. Richard Nixon
c/o Station K.S.B.W.
Salinas, California

Dear Mr. Nixon:

WE MUST DRIVE HARD AND HARDER TO DEFEAT THE BROWN-MOSK COMBINE.

I am now entirely ready to declare in the presence of all men that Governor Brown and Stanley Mosk are winking at and condoning alleged and openly charged corruption in the office of the district attorney and the courts of Santa Cruz County.

Please don't write me off as a weaver of fantasies; neither as suffering any mental derangement. I will show, for any inquired, copies of complaints and affidavits placed in the hands of both Mr. Mosk and Governor Brown covering the entire matter in close detail.

this
IT IS TIME TO BLAST THEM WITH COMPLAINT AND CHARGE . I AM FULLY PREPARED TO COME INTO THE OPEN WITH IT THROUGH ANY NEWS MEDIUM.

*Bob
Haldeman*
If you will send one of your highly trusted lieutenants to Santa Cruz I will show the evidence and provide the ammunition with which to blast a terrific hole in the Democratic armor of professed righteousness.

The time is rolling rapidly away from us and the Brown-Mosk forces are terribly busy with their guns and the devising of strategy regardless of principle.

May I have a word?

God bless you and give you the good success and bring California clean and sound government.

Sincerely and cordially yours.

R. H. Simpson
R.H.Simpson

P.S. I'm leaving for San Francisco this morning and will be gone until Sunday. Shall see your helpers there

RHS

*File
Campaign
Ideas*

August 23, 1962

Dear Jim:

I appreciate your letter of
August 17th.

The information you have passed
along regarding the Cartops is interesting
and we'll certainly give it some thought.

By all means, get in touch with
us when you return to California.

Best regards.

Sincerely,

H. R. Waldeman

Mr. F. James Sensenbrenner, Jr.
Assistant to the Campaign Director
Kuehn for Governor Committee
P.O. Box 62
Washetah, Wisconsin

PHILIP G. KUEHN | *courageous* | *forthright* | *responsible*

KUEHN
FOR
GOVERNOR COMMITTEE



Post Office Box 62
Nashotah, Wisconsin

17 August 1962

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Port Edwards

SECRETARY

Mrs. Leslie Rusch
Minocqua

TREASURER

Richard R. Teschner
Thiensville

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Milwaukee
Willard Walker
Racine
Charles Wildermuth
Berlin
Mrs. John Wise
Madison

Mr. H. R. Haldeman, Campaign Manager
NIXON FOR GOVERNOR
Room 821
315 West Ninth Street
Los Angeles 15, California

Dear Bob:

Thanks much for your letter of 10 August. I'm glad you found the information on the "Space Light" useful.

The Republican Party of Milwaukee County has patented a new gimmick which can carry a 14" x 38" sign on top of a car (at highway speeds) without it falling off. I am enclosing an information sheet on these cartop sign carriers for your perusal. Although I think most of your funds are already committed during the upcoming campaign, I hope you give this idea consideration for I have never seen a cartop sign in California. Phil Kuehn has over 2000 out in Wisconsin and Jack Cox is making extensive use of them in his campaign for Governor of Texas. We feel that cartops are far more effective (and cheaper) than either small billboards or bus signs. We urge our people carrying cartops to park their cars along busy streets during the rush hour and have the car in a key place in a parking lot wherever crowds gather.

I'll be back in California towards the end of next month, and you can bet that I will actively participate in the Nixon campaign.

Best regards,

F. JAMES SENSENBRENNER, JR.,

Assistant to the Campaign Director/
MILWAUKEE 2, WISCONSIN

230 E. WISCONSIN AVENUE,

Paid for by Kuehn for Governor Committee, R. Teschner, Treas., Thiensville, Wis.

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Republican Party
OF
Milwaukee County

719 N. Broadway
MILWAUKEE 2, WISCONSIN
Phone BRoadway 1-7296

Cartop Price List and Terms of Sale

- I. We are able to sell cartops in multiples of ten only-- minimum order is thirty cartops.
- II. The purchaser should supply us with the required art work. This must be a full size black and white mechanical ready for camera. The outer dimensions of the signboard are 16" x 40". There must be one inch border on all four sides leaving an area 14" x 38" on which ink will be applied. Be sure to include the "Authorized and paid for.." and send us exact samples of the colors you desire.
- III. If the purchaser wishes us to handle the artwork, we can do so for \$25.00. Send us a sketch of the layout you want together with exact samples of the colors you prefer.
- IV. Cartops are shipped to the purchaser completed as follows:
 - A. Printed in two colors (letters done in day-glow). The background is white and can be used as a third color.
 - B. Ropes, buckles and rain gutter clips are assembled and in place..
 - C. Each cartop (with all necessary parts) is individually wrapped. Ten cartops are packed in each shipping container.
 - D. Purchaser need only perform the following quick assembly operation:
 1. Snap inner washers over the twelve signboard clamps.
 2. Insert nylon support pieces in signboard so that clamps extend through slots.
 3. Snap outer washers over signboard clamps.
 4. Mount on car.

SAM M. HAY
CHAIRMAN

JANET NORRIS
(MRS T. W. NORRIS)
VICE-CHAIRMAN

DAVID J. SCHOETZ
VICE-CHAIRMAN 4TH DISTRICT

ROBERT J. CUNNINGHAM
VICE-CHAIRMAN 5TH DISTRICT

V. Price list (complete units - printed - ready to assemble):

<u>Number of Cartops</u>	<u>Price Per Cartop</u>
1,000 and up	\$ 3.80
500 - 990	4.00
300 - 490	4.30
250 - 290	4.40
200 - 240	4.50
150 - 190	4.60
100 - 140	4.70
50 - 90	5.40
30 - 40	6.50

VI. All prices are F.O.B. Milwaukee, Wisconsin

VII. Terms of sale - Full payment (less shipping charges) must accompany the order. Checks should be made payable to Republican Party of Milwaukee County -Cartop Fund. If the purchaser prefers, the check may be sent to Mr. L. Lawlor, Marine National Exchange Bank, Milwaukee, Wisconsin. Mr. Lawlor will hold the check until we present shipping invoices at which time it will be deposited to our account. Shipping charges will be billed to you when we ship.

VIII. Price list - complete units but with no printing:

<u>Number of Cartops</u>	<u>Price per Cartop</u>
30 and up	\$ 3.75
10-20	4.00

Republican Party of Milwaukee County

000

File
Campaign
release
e/R

August 21, 1962

MEMORANDUM FOR MR. RICHARD NIXON

SUBJECT: Attack on Democrat Campaign Strategy

FROM: Alan H. Nichols

Mr. Calif. L. ~~*under no. Calif.*~~

It seems obvious from our analysis of polling and our information regarding Democrat tactics that a prime campaign strategy of the Democrats will be to launch personal attacks against Richard Nixon. This approach can easily be verified by examining labor newspapers, literature put out by Brown and other Democrat candidates and organizations, and the monitoring of Democrat meetings.

Based on the small sampling which we undertook in San Francisco, we found that a majority of Democrats intending to vote for Brown - or undecided - resented any implication that their vote would be governed by personal prejudice toward Mr. Nixon. Therefore, a good way to attract such voters and make them unhappy with the Brown campaign is vigorously to call attention to the smear tactics being employed by the regular Democrat organization people.

This reverse tactic campaign attack has some similarity to the pleas for religious tolerance used so successfully by the Kennedy campaign. No one can argue against religious tolerance or fair campaign tactics. Such tactics can only be explained away. The more that's said about it, the worse the talker looks.

We agree with Mr. Nixon that it would be inappropriate for him to be in the "cry baby" roll and that an attack on the Democrats should be made by other candidates and Republican officials including Christopher and Weinberger. However, I am not convinced that at some point in the campaign Mr. Nixon might not well call for fair play and concentration on the issues facing California rather than personalities. It could be phrased so that the concern is not so much about the effect on him personally but about the diversion of the voter from the important issues of the campaign - jobs, water, taxes, etc.

Mr. Richard Nixon

-2-

August 21, 1962

As I see it, the Democrat reaction would either be to quiet down the anti-Nixon tactics which would have the effect of reducing enthusiasm among their hard core workers, or conduct the campaign at such a low level it could have the effect of alienating non-organization Democrats and Independents.

Alan H. Nichols

CC: Mr. H. R. Haldeman

Camp Ideas

Dorothy -

This idea has
been "kissed off" w/ Mrs. Helen
— too expensive

From the desk of

Dorothy W

To: Charlie Farrington

Date: 8/11

This is the "map"
guy — hard class
it stand from your
appraisal — will
you interested @ D.

BUSINESS OFFICE
500 NORTH BRAND
GLENDALE 3, CALIFORNIA
PHONE: CI trus 3-4466

SACRAMENTO ADDRESS
STATE CAPITOL
ZONE 14

COMMITTEES
Judiciary
Public Health
Finance and Insurance
Criminal Procedure

Assembly California Legislature

HOWARD J. THELIN
ASSEMBLYMAN, FORTY-THIRD DISTRICT

August 14,
1962

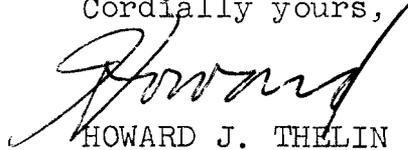
Mr. H. R. Haldeman
c/o Nixon Headquarters
3908 Wilshire Blvd.
Los Angeles 5, Calif.

Dear Bob:

Enclosed is a copy of a letter which I have sent to Bob Finch at the request of Mr. Holm. This is sent to you for your information.

With kindest regards,

Cordially yours,



HOWARD J. THELIN

HJT:cm
enc

Mr. Howard J. Thelin Page 2.

Messrs. Slevin, Farrington and Roberts have sketches that indicate how effectively these strong points can be presented.

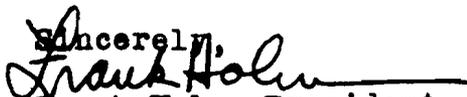
Maps are a prestige media, without being highbrow. Their long life and usefulness make them especially effective and economical in cost.

We, at Western Map Company, will produce maps at just about cost, thereby passing on every possible advantage to Republican candidates. Also, with the purchase of maps we shall be pleased to give Republican candidates exclusive use, as election literature, to the end of 1962.

Your interest is appreciated, and we all know how important it will be to get long-lasting and useful literature - maps - into the hands of voters, especially Democrats and independent voters.

Any assistance you can be towards this end, in this vital election battle, will be of inestimable value to all Californians.

May I be in touch with you soon? You have my kindest regards.

Sincerely,

Frank Holm, President
Western Map Company

P.S. As time is a most important factor, any favorable conclusions that can be reached promptly will be sincerely appreciated.



Western Map Company

ADVERTISING MAPS • BLUELINE MAPS • SPECIAL MAPS

Telephone Circle 4-8107

205 SOUTH ORANGE STREET • GLENDALE 4, CALIFORNIA

August 2, 1962

Mr. Howard J. Thelin, Assemblyman, California State Legislature
500 N. Brand Boulevard
Glendale, California

Dear Mr. Thelin:

Here is a brief report of my conversations with, and the gist of comments of, the gentlemen mentioned below. All of them, in effect, thought the idea of using Street, or Freeway maps to publicize the Republican candidates in the forthcoming election is an outstanding idea.

Charles Farrington, " . . . most unique . . . quite different for election literature."

Ed Slevin, "I like the service value of the map idea. This is something useful that will be kept and referred to often."

John Begg, "I would like to use maps in this campaign."

Bill Roberts, "I like maps. They're different from anything that has been used as campaign literature."

Don Edwards, "This is striking, but perhaps we should use a Freeway and Artery map for Los Angeles County."

In view of news articles we have read in the press to the effect that Republican candidates are divided, would not the idea of featuring the top three candidates as a team - on media that is long-lasting, useful, and needed - portray to the voters that Republicans do work together as a team, from the top, down!

Also, it may be advantageous to point out that Republicans are candidates for ALL Californians.

INTER-OFFICE MEMORANDUM

Nixon for Governor

Camp Ideas

To: **Emily Pike**

Date: **August 14, 1962**

From: **Charlie Farrington**

Subject: **Letter to Newly Naturalized Citizens in San Francisco**

Distribution: **Bob Haldeman
file**

Thanks to your prodding reminder, the suggested letter to the newly naturalized citizens list in San Francisco, which you sent us some time ago, has now been drafted and these should be going out within the next ten days.

July 17, 1962

Dear Alan:

I have the copy of your June 27th letter to Dick. Your comments, constructive criticism and suggestions are all appreciated. Some of the points you have raised certainly merit careful thought, and will receive it.

You mention in your paragraph on "people not concepts" and the "urban dweller" approach that you have given considerable thought to this subject and would be glad to pass along some of the details. We would like very much to have them, and if you will direct the information to me, I'll make sure the proper people digest whatever you provide.

On the balance of your letter, I have some thoughts which we can discuss on one of my early trips to San Francisco.

Thanks for the time, effort and thought you have given and will be giving to the campaign in the months ahead. Be sure to pass along anything you feel constructive and of value as the weeks go on. Your suggestions are gratefully received.

Best regards.

WIN WITH NIXON!

H. R. Haldeman

Mr. Alan Nichols
311 California Street
San Francisco 4, California

*White
Nichols*

June 27, 1962

The Honorable Richard M. Nixon
Pacific Mutual Building
523 West Sixth Street
Los Angeles 15, California

Dear Mr. Nixon:

This is to outline my general views on the campaign for November, statewide, and particularly in San Francisco.

General Strategy

The official party organization should continue a strenuous effort for "party unity." The Shell recalcitrants should be approached by party organization people rather than by Nixon campaign organization people since the best argument is the need for success for the Republican Party in California and its ideals.

The Republican organization, to the fullest extent possible, should be relied upon to deliver the Republican vote in November through precinct organization, etc. However, every Nixon campaign headquarters at every level should maintain a very active and close liaison to be sure the Republicans are undertaking this function effectively. In the long run it may fall upon the Nixon campaign organization to develop the precinct organization.

The campaign must obtain the so-called liberal Republican, independent and Democrat vote. In my opinion the best way to do this would be to stress a constructive, positive "Nixon Program for California." Such a program should relate to people not concepts; i.e., your "job" not the "business climate," you as a commuter not the problems of rapid transit, the air you breathe not smog control. In fact a major portion of the Nixon program for California should revolve around the problems of the "urban dweller." I have done considerable thinking on this particular idea and would be glad to pass along some of the details to your research and writing staff. Many of these particular voters will not vote against the status quo unless they are convinced their best interests

would be solved by your being governor. They may well continue to refuse to "like Nixon" but they are generally aware of the failures of the Brown Administration and would vote for you if they believed you represented a dynamic new approach to solving the problems of California.

An adverse campaign factor is a kind of unreasoning dislike for you as a "concept" rather than as a person. This can be overcome by your personal appearances, hand shaking, speech making, etc. I understood that in the Primary campaign you planned to do a great deal of this personal campaigning and apparently did so in some areas. I recommend very strongly you undertake an effective campaign of this kind in the major population areas including San Francisco.

The political strategy decision should be made that you will run individually rather than as part of the Republican ticket. In my opinion the rest of the ticket is dependent on your success. It would be a mistake to antagonize Democrats and independent voters by making them believe that a vote for you was a vote for the Republican Party. The Republican Party in California, in my opinion, no longer represents to voters the party most capable of providing leadership and solutions to California's problems. I believe and trust that by 1966 the Republican Party label, as a result of your efforts as governor, will again be an asset rather than a liability.

If it could be done on an absolutely fair and honest basis, joint campaigning with Mayor Christopher would probably be of value at least in Northern California. For example, there are a number of Democrat contacts in San Francisco close to Mayor Christopher that could be of help in your campaign.

Although San Francisco, percentage-wise, produced a good vote for you the percentage of total Republicans who voted was very low (59%). This was due in part to organizational problems within the Republican Party in San Francisco in the Primary. However, it also reflects even more significantly that a considerable number of Republicans in San Francisco avoided voting for either you or Mr. Shell. In reviewing those counties in which the Republican vote was less than 70% of the registration most of the populous counties (except for Riverside, Orange and Sacramento) are included. This reflects, in my opinion, a basic weakness in the urban areas. It also reflects a need for your spending a vast majority of your time in the urban areas including San Francisco.

San Francisco Campaign

One of the more important things, from our point of view, is being informed about the general strategy and about the use of your personal campaign time. Of course, last minute changes must be made as part of politics, but it is vital that we know as far in advance as possible how much of your time will be

available for San Francisco campaigning. It would be better to know that we are going to have no time rather than to hope that some time would be squeezed in later in the campaign. It is still my opinion that one of the very valuable things that we could do in San Francisco would be to have you for a full day and evening four or five times in the campaign. We would guarantee that we could cover the important bases and you would meet thousands of people.

We plan to rely on the Republican County Central Committee to produce the Republican vote in November and would, of course, join with them in doing this. In light of past experience it would be important for us to keep in very close liaison with them.

Otherwise our campaign strategy will be gauged to maximize the vote for you among independents, Democrats and union members.

The following are some of our plans and needs:

1) A strong (Churchillian-type) but still general statement that we can reproduce on civil rights, labor, old age and economics (as they affect the individual voter). We understand a special pamphlet for minorities is being prepared. right

2) Your personal appearances at a sampling of the larger labor union meetings and minorities groups meetings would be invaluable.

3) We are, of course, presenting our detailed plan of operations to our Executive Committee and our detailed budget to our Finance Committee for our campaign divisions (local public relations, nationalities, WIN Program, endorsements, speaker's bureau, headquarters (main and neighborhood) precinct, telephone blitz, special events, flying squad operations, special advertising, etc.).

4) We will attempt to have special "Nixon representatives" (or committees) in all nationalities, union, church, service, merchant and women's clubs at least as to their city-wide organizations.

5) Special efforts to influence voters not usually contacted by Republicans will include mailings, flying squad, special type advertising and maximum of participation through Nixon Committees, etc.

6) We are planning the biggest tea party for women ever given in San Francisco for September 28 in honor of you or Mrs. Nixon or both of you depending on possible scheduling. Our invitation list will include wives of labor leaders and

union members, minorities group leaders and members as well as leaders from various women's groups and organizations in San Francisco. We had also hoped to have a special rally but this will have to be re-examined in light of the present planning for other Republican October events including the fund raising dinner.

7) Special mailouts, coffee hours, passing out of literature and speaker's bureau talks to union and minorities groups will also be undertaken.

We are trying to find a well known, civic leader and prominent Democrat who would be willing to act as chairman, co-chairman or executive vice chairman of the campaign with the hopes that we would be able to set up a special "Democrats for Nixon" operation with its own volunteer projects and a certain amount of its own financing.

Incidentally, I believe local chairmen should be consulted regarding the mass media in their areas, including billboards, radio-television and newspaper advertising. The chairman might have valuable suggestions and at least such consultation would help them better plan their campaign.

Please excuse my being so long winded but maybe this one letter will take the place of bombarding you and Bob Haldeman with individual letters and comments. Incidentally, in my opinion, having dealt with him for the last months before the Primary, Bob Haldeman has been doing an excellent job.

Best regards.

Sincerely,

Alan H. Nichols

AHN:bg

cc: Arthur J. Dolan, Jr.

A. F. Derre

William Spencer

A. D. Orrick

H. R. Haldeman ✓

Camp. Ideas

June 29, 1962

Dear Mr. Wright:

Thank you very much for
your letter of June 15th.

I have read the letter you
addressed to Mr. Nixon and have passed
it along to him. Your observations and
suggestions will, I am sure, be greatly
appreciated.

done

Your idea of the rubber
stamp is a good one, and I don't think there
is any postal law against political slogans
on envelopes. I am passing the idea along
to others.

Thank you again for your
thoughtfulness in writing, and for your fine
help and support.

Kindest regards.

Sincerely,

H. R. Haldeman

Mr. Edgar F. Wright
123 North Glenroy Avenue
Los Angeles 49, California

(Dictated by Mr. Haldeman but
not read; signed in his absence)

FOR A BETTER CALIFORNIA
VOTE FOR SLATE
ON NOV. 6
EDGAR F. WRIGHT
123 NORTH GLENROY AVENUE
LOS ANGELES 49, CALIFORNIA

ack + the
passed his other
Ltr on to
June 15, 1962 R/W

Dear Mr. Waldeman,

I am enclosing a letter for Mr. Nixon - which please read. I will appreciate it if you will hand it to him. I have misplaced his address.

You will note I have stamped the top of this sheet and the envelope with a rubber stamp, and am using this on all letters, checks, invoices, etc. I have purchased five stamps & will give or sell four of them to others, and ask them to buy more stamps and do the same.

The stamps, when ordering more than one come to 1.92 each, incl. tax.

If you think well of this idea, you will know what to do with it.

Sincerely,

Edgar F. Wright

P.S. By the way, I don't suppose there is any postal law against political slogans on envelopes?

Good idea!

don't think so.

June 27, 1962

Dear Earl:

Thanks very much for your letter of June 25th.

You have pointed up a good possibility for using the Heyler editorial, and we'll certainly give it some further thought.

I have noted that you and wife are interested in helping out in the months ahead. What are your thoughts in this connection? Do you have any specific area of activity in mind? I'd appreciate hearing from you, Earl.

And thanks again for the time and thought you gave to the Heyler article. Our Public Relations Department will take a close look at this.

Best regards.

Sincerely,

H. R. Haldeman

Mr. Earl Ebi
Leo Burnett Company, Inc.
1777 North Vine Street
Hollywood 28, California



LEO BURNETT COMPANY · INC.
ADVERTISING

PRUDENTIAL PLAZA · CHICAGO 1, ILLINOIS
TELEPHONE CENTRAL 6-5959

HOLLYWOOD 28, CALIFORNIA
1777 NORTH VINE STREET
HOLLYWOOD 4-7373

June 25, 1962

Mr. Bob Haldeman
3908 Wilshire Blvd.
Los Angeles 5, Calif.

Dear Bob:

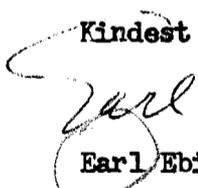
The other day I happened to read the enclosed newspaper observation by Dave Heyler. I was much impressed by its "to the point" contents and the manner in which it lays the Republican and Democratic issue on the line.

After giving additional thought to the article it occurred to me that it might have some excellent value as a campaign mailing piece. I realize it would be necessary for Heyler to give his blessing to the idea but just to give you the idea I whipped up the enclosed letter.

Look it over and see what you think. I realize there may be need for certain revisions but I do believe that if the whole thing is kept to a single page it could be quite effective. The thing I like about it is its potential for winning Democratic votes. Every Democrat in the State should receive one.

We, my wife and I, want to do everything we can to elect Nixon Governor of California.

Kindest regards


Earl Ebi

Rundberg

Thought For The Day

"How beautiful a day can be when kindness and love are in the heart."

Minister, Beverly Hills
Community Presbyterian Church
Dr. Samuel Robinson Allison,

VOL. 30, NO. 48

LONG RA

VIT

*From the Desk of
Dave Heyler*

EUGENE L. WYMAN, Demo leader in California, makes the statement that the fall election of all Democratic candidates here is "in the bag." His opinion is based on the split in the Republican Party between the Nixon and Shell forces.

. . . And though I hate to admit it, if Joe Shell continues to sulk, play hard to get, and lays down "conditions" for obvious half-hearted indifferent support, then Wyman is right, and Brown, etc., will go in in a walk.

Unfortunately many of the Goldwater Republicans believe in the theory of "their man" or we'll take our dolls and go home.

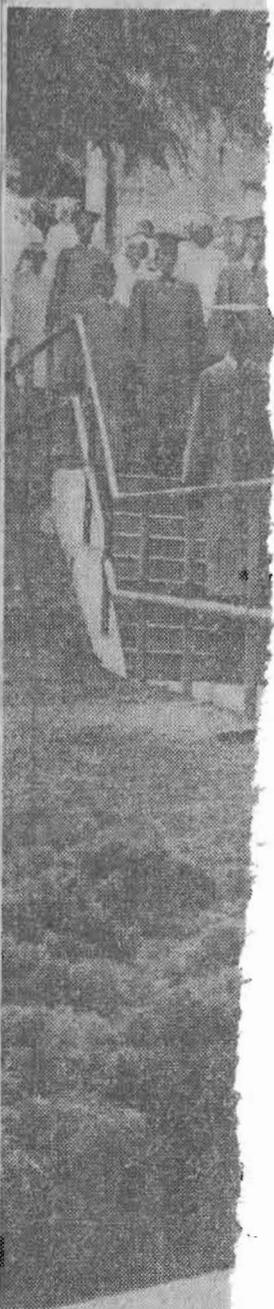
THE DIFFERENCE primarily between the Republican and the Democratic parties today is and should be crystal clear. We are either for socialism and care from the womb to the tomb . . . government control of business . . . world government . . . the U.N. taking over the defense of this country . . . or we're against it.

If you are for these policies, you should vote solidly for Democratic candidates . . . if you're opposed to these policies, you should vote solidly for Republican candidates.

If we shilly-shally we will not be successful in having at least closer to what we believe in and we will permit those ideas and their representatives we intensely oppose to take an ever more tightening grip on the future of our country.

This is the time to vote against an ideology you don't like or want, rather than how a man parts his hair.

We are at the crossroads today . . . and it's later than you think.



LARGEST CLASS
Thursday gradu
history of the
Dr. Eugene Cl

June 22, 1962

Dear friend:

The following political observation appeared in the June 21st issue of Rancho Park Citizen, West Los Angeles Citizen. It is from the desk of Dave Heyler:

" EUGENE L. WYMAN, Demo leader in California, makes the statement that the fall election of all Democratic candidates here is "in the bag". His opinion is based on the split in the Republican Party between the Nixon and Shell forces.

... And though I hate to admit it, if Joe Shell continues to sulk, play hard to get, and lays down "conditions" for obvious half-hearted indifferent support, then Wyman is right, and Brown, etc., will go in in a walk.

Unfortunately many of the Goldwater Republicans believe in the theory of "their man" or we'll take our dolls and go home.

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If we shilly-shally we will not be successful in having at least closer to what we believe in and we will permit those ideas and their representatives we intensely oppose to take an ever more tightening grip on the future of our country.

This is the time to vote against an ideology you don't like or want, rather than how a man parts his hair.

We are at the crossroads today . . . and it's later than you think."

Mr. Heyler's remarks are succinct and to the point. Every red-blooded American should weigh them very carefully and, after doing so, he will realize the necessity for voting against policies designed to pave the way for socialism.

Vote REPUBLICAN . . . and put a stop to these ideas NOW !

Harrison McCall

5-26-62

Bob Maldeman

Correspondence (file) William Howard Church

Harrison:

Mr. Church's letters will be self-explanatory.

I am wondering if this isn't something you could follow through on, not only directly with Mr. Church, but in implementing his suggestions?

*Refer to Mr. Church
with original etc.*

✓	File:	Campaign Ideas
x -		So. Calif. Policy Committee (referred w/orig. file) McCall
x -		C (Church)
x -	date	

May 26, 1962

Dear Mr. Evans:

Dick Nixon has shown me his recent correspondence with you.

We certainly think your idea of out-of-state letters of support in Dick's gubernatorial campaign is an excellent one. This type of activity can be extremely effective in the general campaign period and will certainly be given every consideration. The fine help of people like yourself in this connection would be invaluable.

If I may, therefore, I will follow up on this with you direct in the post-primary campaign period. Meantime, however, if you have any further thoughts along this line or other suggestions you feel would be helpful, they will be gratefully received.

With many thanks and best regards.

WIN WITH NIXON!

H. R. Haldeman

Mr. Lloyd Evans
340 Greenstone Drive
Reno, Nevada

✓ File: Campaign Ideas
x - E (Evans)
x - date

340 Greenstone,
Reno, Nevada

Evans, Lloyd

May 21, 1962

Dear Mr. Evans:

Mrs. Nixon has shared with me your very thoughtful letter of May 16, and I am certainly grateful to you for your kind offer of further assistance to my candidacy for Governor of California.

You can expect to hear further from a member of my campaign staff for coordination of your proposed project with our own efforts within the State.

With appreciation and every good wish,

Sincerely,

DA

Mr. Lloyd Evans
340 Greenstone Drive
Reno, Nevada

CB

Basic to Headquarters (along with pc from Nevada support file)
xx copy

799-05

TELEPHONE 2-7376

LLOYD EVANS

BUILDER

LICENSED IN NEVADA

AND CALIFORNIA

340 Greenstone Dr

~~1408 PLUMAS STREET~~

RENO, NEVADA

Mrs Richard Nixon
Beverly Hills
California.

Dear Mrs Nixon:

Some time ago I wrote your husband offering to help him in his campaign by writing friends and relatives of mine in California asking them to "Vote for Nixon" Richard has accepted my offer and a few days ago I received literature from his Nixon for Governor Campaign Committee which I am enclosing in letters I am writing.

The reason I am writing you is because I have no idea where he is, therefore I think you can get a message to him more quickly than any other means I can think of.

I have another idea which may help Mr Nixon during the general election this fall. Have considered organizing myself in a sort of one man committee and ask Nevada people to write their relatives and friends in California asking them to vote for your husband. In the event that this is satisfactory, I'll need more literature for that purpose. You see, I am quite confident that he will be successful at the primaries.

For your information I have already assured your husband that I don't want any pay or favors, It is merely that I have a high regard for your husbands ability and California being a close neighbor of ours, it is much to our interest to have fine Governor in Sacramento. I am a retired building contractor with some time on my hands and I think my efforts in this cause is a fine way to spend it.

With kindest personal regards to you and your family I am,

Yours very truly,

340 Greenstone Dr
Reno, Nevada.
May 16, 1962

Lloyd Evans

May 14, 1962

Dear Mr. Evans:

This is just a note to tell you how much I regret that my heavy schedule of speaking and other commitments in connection with my campaign for Governor has made it impossible for me to keep current with my correspondence.

I did want to assure you, however, that your letter did not go unnoticed, and that I greatly appreciated hearing from you.

With every good wish,

Sincerely,



Mr. Lloyd Evans
340 Greenstone Drive
Reno, Nevada



Wants to know if he can aid campaign by letters to Calif.

From Mr.
Lloyd Evans
340 Greenstone Dr
Reno, Nevada.
December 27, 1961.

copy attached

Mr Richard Nixon
P.O. Box 6579.
Los Angeles 55, Cal.

Dear Mr Nixon:- Replying to yours of Nov'24 acknowledging receipt of my letter offering to help you in your campaign for Governor of California. At this point, I wish to again emphasise that I am not seeking any favors, financially, political or otherwise for any time or money I may incur. My reason for this, as I said before is that I am positive that your election to the Governor ship of California will be a fine thing for Nevada as well as California and the Nation.

I am not in a financial position to tbur the State, nor am I qualified for platfoem speaking. My thought is that I can send personal letters to my relatives and friends in California who are located from the Oregon line to the borders of Mexico, they include business men, farmers, attorneys and believe it or not, some personal friends in the 49th football line up and the L.A. Dodgers.

Inasmuch as a letter to each of these people would constitute a lot of writing and a pretty bulky piece of mail, it has occurred to me that you may have printed matter concerning your platform that I could enclose.. Furthermore as you can see I am a damn poor typist.

I realize that you are a vey busy man and if you think my suggestion and offer has merit and you care to turn this over to your campaign headquarters we can take it from there.

*Had
Bobbie
Clean
send
1/1/62*

For your information, I am sending along a SAMPLE letter to a Japanese in Isleton who carries quite a bit of weight in his community, a good citizen and level headed.

Respectfully,
Lloyd Evans
Lloyd Evans

ENC:
Ben Shintanku
Isleton, Cal

Mr Nixon:

This is a sample letter I referred to.

Mr Ben Shintanku
60 Main Bait Shop
Isleton, California.

Dear Ben:

Thanks for your calendar. Mr Mast also got one and joins me in saying "Thank You" We are getting some what stirred up about those big stripers. I hope I dont accidentally hook another one of those big prize winning fish, too hard to get in the boat and all that publicity in the Examiner an Sacto' Beeh. The Field & Stream magazine's nice prize wasn' hardto take tho .

Will phone you about the fishing outlook in a few days and hope you can reserve a couple of boats and outboards . Looks like our party will have four in it this time. We dont want to take our boats and motors down, one trip with that stuff was enough.

By the way Ben, I am one of the Volunteers for Nixon for Governor of California. I am quite sure you will vote for him anyhow but I'll bring along some literature that you can pass out to your friends. We are certain that he will be the best Governor California ever had. Living in Nevada, I can't vote for him myself so I am appointing you my proxy.

With best wishes and hoping to see you soon.
I am,

Sincerely yours,

Lloyd Evans

740 Greenstone Dr
Reno, Nevada.
Dec 27th 1961

November 24, 1961

Dear Mr. Evans:

I want you to know how much I appreciated your writing me as you did concerning my candidacy for Governor of California.

We have a long, hard campaign ahead of us and your support and encouragement at this early date is most heartwarming.

With every good wish,

Sincerely,

DV

Mr. Lloyd Evans
340 Greenstone Drive
Reno., Nevada

Bill Spencer

4-23-62

Bob Haldeman

Dear Bill:

Thanks for your idea on the campaign literature regarding Brown's public receptions. We are working on expansion of the list.

*sent to
C.F.*

Thanks too for your memo on the out-of-state campaign assistance. This will be considered later on when we starting making fall campaign plans.

Keep the ideas coming.

H

file: Campaign Ideas
x - date

Nixon for Governor

~~CONFIDENTIAL~~

To: BOB HALDEMAN
 From: BILL SPENCER
 Subject:
 Distribution: Downey Orrick, Caspar Weinberger

Date: April 19, 1962

*Ack
 This
 will consider
 for fall
 plans
 etc*

The following idea is a little wild, but is thrown in the hopper for due consideration. It is put forward despite RN's position to date re out-of-state campaign assistance.

The time is late September or early October. A display of Democratic unity has just been made by the appearance in California, in behalf of Governor Brown, of Hubert Humphrey, Jack Kennedy and Strom Thurmond. The media and the public are becoming genuinely concerned about the failure of leading national Republicans to come to Mr. Nixon's assistance. Columnists and editorial writers are beginning to ask if certain Republican gubernatorial candidates are not looking upon the 1962 election as a popularity poll to see who should run for President in 1964, despite disclaimers to the contrary.

Enter on the scene four prominent Republican gubernatorial candidates plus an elder statesman. The four each take three days off from their own campaigns to appear in the respective states of the others. The elder statesman also visits all four states. The traveling and speeches can all be condensed into a four day period or spread out over fifteen or twenty days.

Each candidate and the statesman make one or two major addresses in each of the other states. Their speeches are coordinated in advance. They consist of ringing, eloquent statements of Republican philosophical positions, plus endorsements of the respective candidates. There is no conflict, only unity. Eloquence is the key.

What is the end result? Superb media coverage; clear evidence of Republican unity; a re-statement of Republican principles; a great boost for the Congressional campaigns.

Or is the idea so wild?

MS
 William M. Spencer

JMD

Emily Pike

5-25-62

Bob Haldeman

Dear Emily:

Your idea of the letter to the newly naturalized citizens is a darned good one. We will work up a draft and try to get this one under way.

Thanks much.

Referred to E/P

File: Campaign Ideas
x - No. Calif. - Emily Pike
x - date

Herb Kalmbach

5-24-62

Bob Haldeman

Bill Spencer called with the suggestion that we prepare small cards saying "Remember to vote on June 5th" to be distributed to retail stores -- supermarkets, drug stores etc.

Perhaps Minckler or someone could find an angel to pay \$100 to \$200 for printing and line up a few corporate executives to see that they are distributed through their chains.

File: Campaign Ideas
x
date

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

*Sent to
RMW
5/10*

To: **Bob Haldeman**
From: **Rose Mary Woods**
Subject: **Kenneth McCracken**
Distribution:

Date: **April 30, 1962**

I am attaching hereto a copy of a letter from
Kenneth McCracken of La Grange Park, Illinois.

You will note RN has marked the last sentence
of his letter. It seems to me that aside from possible
financial help we should certainly ask these people to write
all of their friends in California and urge that they participate
in the campaign physically and financially.

RMW:ma

Attachment

Nixon for Governor

Bill

To: Bob Haldeman
From: Yvonne Smith
Subject: Approach for General Campaign
Distribution: As attached

Date: 3/14/62

*Campaign
ideas*

All I ask is that this be read and given some thought.
I know you are busy but take time if you can.

YS:ek

N i x o n f o r G o v e r n o rTo: **Richard Nixon**Date: **March 14, 1962**From: **Yvonne Smith**Subject: **Approach for General Campaign**Distribution: **Bob Haldeman, Herb Kalmbach and Staff, Files**

With the assumption that we will carry the Primary, I would like to present this idea for the theme of RN's general campaign, starting, of course, with his declaration of gratitude to the Republican voters for selecting him as their candidate. It is my belief that if this is used, it would be of value to schedule speaking dates through general campaign months in order to follow the idea. I also believe that it is very important and (I think that it has certainly been proven in past elections), we need an emotional factor. I realize by the time we all finish with this that there might be little left of the general idea, however, if it goes out whole, it will prove its value and confirm my feeling that it is good.

THIS TYPE OF APPROACH COULD VERY WELL BE WHAT COULD PUSH US OVER THE LINE AND PICK UP THE NARROW MARGIN WHICH I THINK WE WILL NEED TO DEFEAT BROWN!

The greatest speech that RN has ever given was his acceptance speech at the Convention when he stated it is time to speak up for America. (Kennedy said there was a space gap which has now been disproven). Now it seems to me as a Californian, it is time to speak up for California - we do not have to apologize to the Rockfellers, to the Henry Hudsons, to the John F. Kennedys and our Pilgrim Fathers. Before they came, we were here - one man came out of the South to walk a course up the Golden Coast of California. Too many of us forget that U.S. 101 and 101 Alternate was known as El Camino Real - the King's Highway. As this man walked, he gave us our California heritage. **THIS IS NIXON'S STATE AND HIS NATIVE STATE AND HE IS PART OF THIS HERITAGE.** We apologize to noone, we welcome all 14 million who have and are joining us to make this the largest, wealthiest and most desirable place in all America to call "home".

I feel that the potentials are unlimited for our general campaign by walking the path that Father Juanipo Serra laid out, recalling the history of the past, the present activities and the future of this state surrounding each of the 22 Missions.

I am not a speech writer but I think that our Research Department and speech writers could do a tremendous job and offer the following as an example:

This country began in California as a very plain and simple man in sandals obsessed with the idea that this was a God-given part of the Universe, crossed the border at what is now called the Rio Grande River and left our great friends to the South heading North; he established his first mission in the new world at San Diego (1769). (In 1776 when a shot was heard around the World, Serra was already established in California and beginning to build.

It is interesting to note that the site of the first mission in California which many of us have forgotten is now significant in history for another reason. Another man of vision, Floyd B. Odium, who chose to adopt California for his home, proceeded with the production of the Atlas missile. After being rejected by the U. S. Government, he invested his own money to keep alive this project which carried our first Astronaut, John Glenn, into space and, strangely enough, it was also over the Coast of California that our first Astronaut fired his retrograde rockets to reenter the earth's gravity. Also, it is interesting to note that it was Imperial Valley's vast farm area which was the only place recognized in the world by John Glenn other than the Australian City which was lighted purposely.

Leaving San Diego, one moves to San Juan Capistrano; tourists from all over the world and Californians will never forget, once seen, the vision of the swallows each year that return to this Mission. In our great world of progress, encompassed by steel and concrete, the simple God-given things are often forgotten and we of California are proud and somewhat mystified each year that this feat of nature repeats itself. (All the world loves a lover and everyone recognizes the song - when the swallows come back to Capistrano - a California Mission site.)

Our earliest Californians then moved North to Los Angeles, the City of Angels. Here sprang up a wonderful Mexican settlement - Olvera Street which is still present to remind us of the culture and importance the Mexicans placed in settling in this great state. (This would open the door for Mexican-American approach). Along the Los Angeles River, the Indian tribes camped (I am certain there is an Indian name and terminology for this area which means "the clouds hung low" - (this would have to be researched). So smog is nothing new; the Indians were aware of this atmospheric effect. It is a problem that was here then and has increased. With work and initiative, we will control it.

Continue moving up the Coast, another step to another site would be San Francisco. Within a distance where the Indians gathered firewood, we have Rocketdyne, sub-division of North American which built the

Page Three

booster which shot John Glenn into space and we have Lytton Industries which provided the servo computers and booster controls which gave the 20th Century the mechanical computations which kept us in space communications.

The Indians catalogued California for us. Another site is San Luis Obispo, Vandenberg Air Force Base (where the 3 billion copper needles that Glenn thought he might have seen in the atmosphere were launched and am I right that it was at Vandenberg that General Mac Arthur landed first when he returned from Tokyo as the conqueror of the Pacific.

In other words, an emotional approach and history lesson that our heritage and defense of this nation lies within California and the hallowed ground which was walked by a man before our Pilgrim Fathers landed.

Let Brown scream and all of his followers about the "Johnny Come Lately", we can give them a lesson in history, a pride in the state and a breath of fresh air, which is vitally needed by all as they are caught in the hustle and bustle of striving for progress and the future of this great state.

I cannot take credit for this idea but I think it is one that has unlimited value and, if accepted, can only take credit for recognizing it.

I ask only that you consider this and think about it and I feel that the more you think about it, the more potential you will see. The above are just a very few suggestions that Research can use - Research would have an unlimited amount of material available which is probably far better than I have shown above.

YS:ek