

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>
58	1	06/07/1962	Letter	R. Knudsen to H.R. Haldeman. Re: Republican primary for governor of California. 1 pg.
58	1	11/07/1961	Letter	To H.R. Haldeman, from Alex Troffey of Kaiser Industries Corporation. Re: Haldeman's appointment to Nixon's campaign. 1 pg.
58	1	11/03/1961	Letter	To H.R. Haldeman from a friend at Moloney, Regan and Schmitt Incorporated. Re: Haldeman's appointment as Nixon's campaign manager. 1 pg.
58	1	11/06/1961	Letter	To H.R. Haldeman, from Robert L. Forbes. Re: Haldeman's appointment to manager of Nixon's campaign. 1 pg.
58	1	11/03/1961	Letter	To Robert Haldeman, from G.R. Plugge. Re: Haldeman's appointment as Nixon's campaign manager. 1 pg.
58	1	11/08/1961	Letter	To H.R. Haldeman, from Franklin D. Murphy, Chancellor at UCLA. Re: Haldeman's appointment as Nixon's campaign manager. 1 pg.

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58	1	11/07/1961	Letter	To H.R. Haldeman, from a friend at UCLA's Alumni Association. Re: Haldeman's appointment as Nixon's campaign manager, and Haldeman's future plans with UCLA activities. 1 pg.
58	1	11/07/1961	Letter	To H.R. Haldeman, from Chris O'Polka. Re: Haldeman's appointment as Nixon's campaign manager. 1 pg.
58	1	04/09/1962	Memo	To Rose Mary Woods and Loie Gaunt, from Bob Haldeman. Re: A letter Haldeman received from Kay Daley. 1 pg.
58	1	08/13/1962	Letter	To William L. Hess, from Robert H. Finch. Re: Acquiring of property within the Cleveland National Forest and an inquiry involving Black Star Canyon Road. 1 pg.
58	1	06/06/1962	Letter	To H.R. Haldeman, from John Flanigan. Re: Congratulatory on campaign work. 1 pg.
58	1	06/07/1962	Letter	To H.R. Haldeman, from Sherm Unger. Re: Nixon's campaign. 1 pg.
58	1	10/11/1962	Letter	To Norman H. Strouse, president of J. Walter Thompson Company, from H.R. Haldeman. Re: Various appreciations for help Strouse has been giving him. 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
58	1	11/05/1962	Letter	To Harry R. Haldeman, from Norman H. Strouse. Re: Various campaign-related and personal matters. 2 pgs.
58	1	10/22/1962	Letter	To Charles A. Rheinstrom, from H.R. Haldeman. Re: Haldeman's eventual return to J. Walter Thomspson, personal matters. 1 pg.
58	1	10/15/1962	Letter	To Harry R. Haldeman, from Charles A. Rheinstrom. Re: Haldeman's eventual return to J. Walter Thompson. 1 pg.
58	1	11/06/1961	Letter	To H.R. Haldeman, from Lauder Hodges, Vice President of Citizens National Bank. Re: Haldeman's appointment as Nixon's campaign mamanager. 1 pg.
58	1	10/19/1961	Letter	To Rosemary Woods, from Dorothy M. Wright. Re: An enclosed brochure. 1 pg.
58	1	n.d.	Other Document	Resume of Dorothy M. Wright. 3 pgs.
58	1	11/17/1961	Letter	To H.R. Haldeman, from Franklin S. Payne, Publisher of Los Angeles Examiner. Re: Haldeman's appointment as Nixon's campaign manager.

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58	1	11/03/1961	Letter	To Robert Haldeman, from Richard A Ports. Re: Haldeman's appointment as Nixon's campaign manager.
58	1	n.d.	Newsletter	"Brown Caught Flatfooted" by Art Hoppe. Discussing the governor race. 1 pg. 3 copies.
58	1	n.d.	Other Document	Random note. Asking for a copy. 1 pg.
58	1	09/14/1962	Memo	Deals with campaign strategies. 7 pgs.
58	1	12/29/1961	Letter	To H.R. Haldeman, from Bryce Harlow of Procter and Gamble. Re: Haldeman's appointment as Nixon's campaign manager. 1 pg.
58	1	12/18/1961	Letter	To H.R. Haldeman from Arthur S. Flemming. Re: Haldeman's appointment as Nixon's campaign manager. 1 pg.
58	1	12/22/1961	Letter	To H.R. Haldeman, from Hiram L. Fong. Re: Haldeman's appointment as Nixon's campaign manager. 1 pg.

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58	1	12/18/1961	Letter	To H.R. Haldeman, from Gabriel Hauge. Re: Haldeman and the Nixon campaign. 1 pg.
58	1	12/13/1961	Letter	To H.R. Haldeman, from William P. Rogers. Re: Autographed pictures, Haldeman as campaign manager. 1 pg.
58	1	12/11/1961	Letter	To H.R. Haldeman, personal friendship and memories. 1 pg.

CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION TELEGRAM

W. P. MARSHALL, PRESIDENT

SYMBOLS

DL=Day Letter

NL=Night Letter

LT=International Letter Telegram

1201

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

LA214 0B474

O VYA198 PD=WUX VAN NUYS CALIF 6 1157A PDT=

=H R HALDEMAN=

1962 JUN 6 PM 12 56

3908 WILSHIRE BLVD LOSA=

CONGRATULATIONS ON A GREAT JOB. TO A NICE GUY WHO WAS ONLY GOING TO DÁBBLE IN THIS CAMPAIGN. NOW ALL YOU HAVE TO DO IS KEEP IT UP UNTIL NOVEMBER=

JOHN FLANIGAN.

Ack

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

October 11, 1962

Dear Norm:

I greatly appreciate -

- 1) your best wishes for success;
- 2) your report from C. D. Jackson;
- 3) your agreement to my January 1st return;
- 4) your report that you did receive
"Six Crises";
- 5) last, but certainly not least, the
"token of your moral support". I can
assure you it will be put to good use.

Things are looking better every day.

Best regards.

Sincerely,

H. R. Haldeman

Mr. Norman H. Strouse
President
J. Walter Thompson Company
420 Lexington Avenue
New York 17, N.Y.

KNUDSEN CREAMERY CO. OF CALIFORNIA

P. O. BOX 2335 TERMINAL ANNEX
LOS ANGELES 54, CALIF.

TH. R. KNUDSEN
CHAIRMAN OF THE BOARD

June 7, 1962

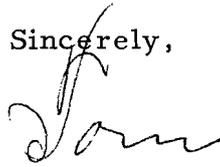
Dear Bob:

I know you were as happy as I was Tuesday night as the voting results were tabulated indicating that Republicans (and, we hope, many Democrats) expressed their desire to have Dick represent them in California's Gubernatorial election next November.

You have proven your zeal, enthusiasm, and leadership ability in directing this primary campaign--under this same direction I feel sure we will be able to unite our efforts and go on to win in November, in spite of the really tough campaign facing us.

Kindest personal regards.

Sincerely,



Mr. H. R. Haldeman
Nixon for Governor
3908 Wilshire Boulevard
Los Angeles 5, California

KAISER INDUSTRIES CORPORATION



E X E C U T I V E O F F I C E S
Kaiser Center · 300 Lakeside Drive
Oakland 12, California · CRestview 1-2211

November 7, 1961

Dear Bob:

You are a bear for work for "the boss",
and damn effective, so it was no particular surprise
to read of your appointment.

You have my best wishes for a successful
campaign.

Cordially,



Alex Troffey

Mr. H. R. Haldeman
c/o J. Walter Thompson, Inc.
6505 Wilshire Boulevard
Los Angeles, California

MOLONEY, REGAN & SCHMITT

INCORPORATED

261 MADISON AVENUE

NEW YORK 16

REPRESENTING NEWSPAPERS SINCE 1900

CHICAGO 1-75 E. WACKER DRIVE
DETROIT 26-637 GRISWOLD STREET
PHILADELPHIA 7-12 S. 12TH STREET
BOSTON 16-80 BOYLSTON STREET
MIAMI 32-213 N.E. SECOND AVENUE

LOS ANGELES 17-1709 W. 8TH STREET
SAN FRANCISCO 5-681 MARKET STREET
ST. LOUIS 3-1221 LOCUST STREET
DALLAS 1-109 N. AKARD STREET
NEW JERSEY-42 MAIN STREET, ORANGE

Los Angeles 17, California
November 3, 1961

Dear Bob:

I was encouraged to learn that you will manage Richard Nixon's campaign for Governor of our state.

I recall that you and your associates, plus, of course, the vigorous efforts of your candidate, carried California in the last Presidential General Election.

I am hopeful that you good people will be again successful and that Richard Nixon will be the next Governor.

With kindest regards.

Sincerely,



NCB:ph

Mr. H. R. Haldeman
J. WALTER THOMPSON COMPANY
6505 Wilshire Boulevard
Los Angeles 48, California

This Week

MAGAZINE

UNITED NEWSPAPERS MAGAZINE CORPORATION
8530 WILSHIRE BOULEVARD, BEVERLY HILLS, CALIFORNIA

November 6, 1961

Dear Bob:

Just read of your appointment as manager of Nixon's 1962 gubernatorial campaign. Congratulations!!

It is very reassuring to hear that someone like yourself will be in the reigns...and I am sure that you will have a really successful campaign.

Here's hoping this finds all going well with you and yours...and best of luck at your new effort.

Sincerely,



Robert L. Forbes

rlf/b

Mr. H. R. Haldeman
J. Walter Thompson Company
6505 Wilshire Boulevard
Los Angeles 48, California

November 3, 1961

Mr. Robert Haldeman
J. Walter Thompson Company
6505 Wilshire Boulevard
Los Angeles 48, California

Dear Bob:

Congratulations on your new assignment as manager of
Mr. Nixon's Gubernatorial campaign in California.

I can visualize the demands both in time and energy
that a position of this magnitude will require of you and your
family in the forthcoming months.

My best wishes for a successful campaign.

Sincerely,

GP: jr

GP
G. R. Plugge

Walter Thompson Co
420 Lexington Ave
NY. 17

THE UNIVERSITY OF CALIFORNIA



OFFICE OF THE CHANCELLOR
LOS ANGELES 24, CALIFORNIA

November 8, 1961

Mr. H. R. Haldeman
c/o J. Walter Thompson & Co.
6505 Wilshire Boulevard
Los Angeles 48, California

Dear Mr. Haldeman:

We are delighted to hear of your appointment as manager of the Nixon campaign for the Governorship of California. It not only reflects credit on you and your abilities, but also on UCLA. For this we are certainly grateful.

Sincerely,

A handwritten signature in cursive script, appearing to read 'F. Murphy'.

Franklin D. Murphy
Chancellor

ALUMNI ASSOCIATION *University of California Los Angeles*

ALUMNI CENTER • LOS ANGELES 24, CALIFORNIA • BRADSHAW 2-6161



November 7, 1961

HARRY J. LONGWAY
Executive Director

Mr. H. R. Haldeman
c/o J. Walter Thompson & Co.
6505 Wilshire Blvd.
Los Angeles 48, California

Dear Bob:

Congratulations on your appointment as manager of Richard Nixons' 1962 campaign for the Governorship of California. I read this news with mixed emotions - pleased that this responsibility has been accorded to you but knowing that it will take you away from some of the university activities in which you were to play an active roll.

Allison Burleigh told me of your phone call last Friday. Here is my reaction to the things that you discussed with her. One - I believe that you should remain on the Public Affairs Committee. It will not meet so often that it will demand a great deal of time and it is most important to have a wide variety of talent and know how on this committee.

I agree that you should withdraw as chairman of the UCLA Day event on May 12. This occurs just a few weeks before the primary elections and I'm sure it will be a particularly busy period for you.

Sorry that you and Congressman Lipscomb cannot attend our University Dinner on November 20. You will be pleased to know, however, that the response to date is very good and the affair should be well attended.

Best wishes,

HJL:sp

cc: Mr. Robert E. Alshuler
Mr. Laughlin E. Waters

CLASS OF SERVICE

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WESTERN UNION TELEGRAM

W. P. MARSHALL, PRESIDENT

1201 (4-60)

SYMBOLS

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LT = International Letter Telegram

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LA288 PA419

W SNB078 NL PD=SN WASHINGTON DC 7=

H R HALDEMAN= J WALTER THOMPSON CO

1961 NOV 7 PM 2 21

6505 WILSHIRE BLVD LOSA=

DELIGHTED TO HEAR YOUR APPOINTMENT NIXON CAMPAIGN
MANAGER GUBERNATORIAL RACE. CANNOT THINK OF ANYONE THE
BOSS COULD HAVE APPOINTED MORE APTLY SUITED. IF I CAN
LEAD SUPPORT LONG-DISTANCE, LET ME KNOW, THROUGH
SENATOR KUCHEL'S OFFICE.=

CHRIS OVPOLKA.=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Nixon for Governor

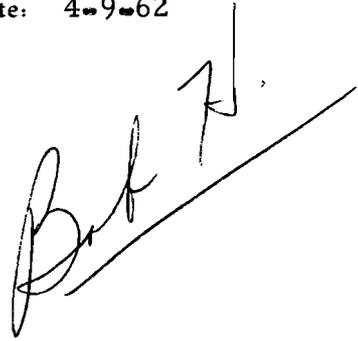
To: Rose Mary Woods and Loie Gaunt

Date: 4-9-62

From: Bob Haldeman

Subject: Commendation!

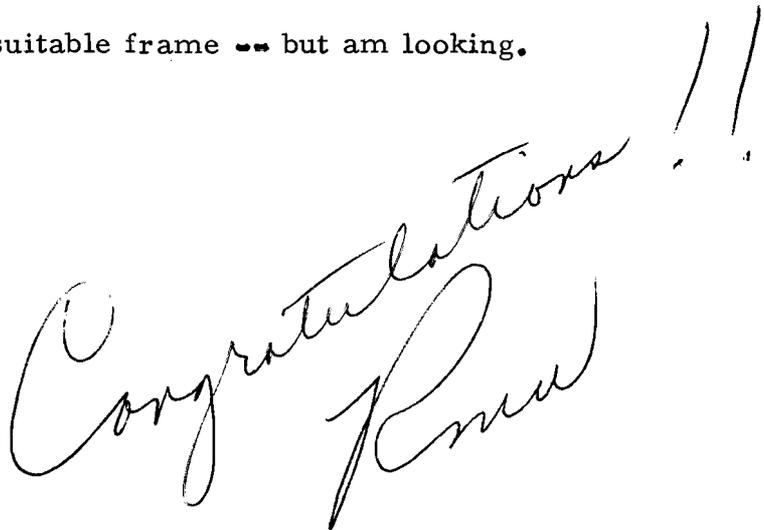
Distribution:



The following is quoted from a letter just received from Kay Daley. It was addressed to Jim Reynolds and me.

"I want to thank both of you for your thoughtful answers to my recent "tirade." Believe me, I feel better just having gotten my worries off my chest -- and particularly am grateful that the two of you, and Mr. Nixon, took time to write to me. I had a vague feeling that the channels of communication weren't really open, and believe me, the responses to my letter certainly disprove that theory!"

I haven't found a suitable frame -- but am looking.



ROBERT H. FINCH
ARTHUR S. BELL, JR.
ROGER G. DUITSMAN
WILLIAM D. JEKEL
RODNEY A. SWARTZ
PHYLLIS MARGULIS
WILLIAM W. STOVER

FINCH, BELL, DUITSMAN & JEKEL

ATTORNEYS AT LAW
315 WEST 9TH STREET, SUITE 717
LOS ANGELES 15, CALIFORNIA
MADISON 0-1160

FRANK DE MARCO, JR.
OF COUNSEL
WOODLAND HILLS OFFICE
DIAMOND 7-3611
INGLEWOOD OFFICE
OREGON 8-5488

August 13, 1962

Mr. William L. Hess
District Ranger
Silverado Station
Star Route
Orange, California

Dear Mr. Hess:

This is to advise you that the undersigned, together with Mr. H. R. Haldeman and Mr. Jack Drown, have acquired from Eugene L. Johnson that certain 320 acres located within the Cleveland National Forest.

In that connection, Mr. Johnson has forwarded us his key together with the permission which you granted for him to place a private lock on the forest service gate located at Black Star Canyon Road.

Depending upon your regulations, I would like to request permission to receive the same rights granted Mr. Johnson and utilize the lock currently thereon.

If there is any other information or forms which we should complete now that we have acquired this property, I would appreciate your advising me by return mail.

Thank you for your courtesy.

Sincerely,

Robert H. Finch

cc: H. R. Haldeman ✓
Jack Drown



Congratulations

1962 JUN 7

LA040 CTB136

CT LLC16 CGN PD=CINCINNATI OHIO 7 1015A EST=

=H R HALDEMAN, NIXON FOR GOVERNOR HEADQUARTERS WILSHIRE BLVD=

: DONT PHONE LOSA=

CONGRATULATIONS YOU'RE A WINNER NOW LETS MAINTAIN AND
POLISH THOSE WINNING TECHNIQUES KINDEST REGARDS=

SHERM UNGER UNION CENTRAL BLDG CIN 2 OHIO...

Ads

B Y W E S T E R N U N I O N

J. WALTER THOMPSON COMPANY

420 LEXINGTON AVENUE
NEW YORK 17

OFFICE OF THE PRESIDENT

October 5, 1962

Mr. Harry R. Haldeman
550 Spoleto Drive
Pacific Palisades, California

Dear Bob:

I've discussed your letter of October 2d with Charlie Rheinstrom, and he and I agree that it would be in everyone's interest for you to plan on returning to active duty with JWT on January 1st. We know how demanding an assignment such as yours has been and will be, and you will need a little decompression chamber treatment before returning to a more normal schedule of 10 or 12 hours a day.

Charlie Rheinstrom has returned only recently from a visit to our Los Angeles office, and is most complimentary about the manner in which it has been moving along under Doc's leadership. He feels sure that you will be pleased with the strength and morale of the office when you return.

The reports here concerning Nixon's chances seem mixed, but shading toward him in recent weeks. C. D. Jackson, publisher of LIFE, talked to our men's group a week ago, and said that before he went to the Coast recently he wouldn't have given Nixon a chance, but while there found that the news reporters (even the egg-head ones) now feel that Nixon is moving up. I asked him how he viewed the three important gubernatorial battles. He said he would give odds on Michigan, taken an even bet on Pennsylvania, and ask for odds on California.

I did receive my copy of "Six Crises" with the wonderful inscription in it, and it is treasured item in my library. Helen is checking our files to see if my recollection is correct that I acknowledged it. If I didn't, I'm horribly remiss and will do something about it.

It was good of you to write, as I have so often wondered how you were coming along.

J. WALTER THOMPSON COMPANY

Mr. Harry R. Haldeman

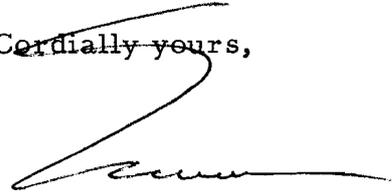
- 2 -

October 5, 1962

My very best wishes for success in your campaign. Even better than best wishes, I'm enclosing a check as a token of my moral support.

With warm regards,

Cordially yours,

A handwritten signature in black ink, appearing to read "Norman H. Strouse". The signature is written in a cursive style with a large, sweeping initial "N".

Norman H. Strouse
Enclosure

October 22, 1962

Dear Charlie:

I very much appreciated your letter, and your silent prayers.

Needless to say, I am very much looking forward to returning to J. Walter Thompson in January. I did want you to know that most of the time between November 6 and December 31 will be devoted to cleaning up our records and files, and closing up the campaign organization and getting the necessary projects for the Governor elect under way.

Sorry we didn't get a chance to chat when you were in Los Angeles, but I'm sure I'll be seeing you soon.

Best regards.

Sincerely,

H. R. Haldeman

Mr. Charles A. Rheinstrom
J. Walter Thompson Company
420 Lexington Avenue
New York 17, New York

J. WALTER THOMPSON COMPANY

420 LEXINGTON AVENUE
NEW YORK 17

October 15, 1962.

Mr. Harry R. Haldeman
550 Spoleto Drive
Pacific Palisades
California

Dear Bob:

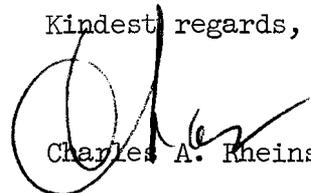
I was glad to hear from Norm Strouse that he had received a letter from you and that you plan to take plenty of time before returning to J.W.T.

Doc and I talked about you a lot when I was recently in Los Angeles and we agreed it would make sense for you not to plan to come back before the first of the year. Once you get back on the job in Los Angeles, it isn't likely you will have much time for anything else, at least for a while.

As I told Norm, I am confident that you will find the Los Angeles office in good shape when you return. There are one or two personnel problems which Doc may not be able to solve before January first, but they are not unusual and I don't think they will cause you any particular difficulty.

If wishing and a little silent prayer once in a while will do any good, you have them from a great many people who unfortunately can't vote in California.

Kindest regards,



Charles A. Rheinstrom

P.S. I purposely didn't try to reach you when I was in Los Angeles for I realized you were immensely busy and I didn't want to distract you even a little bit at this crucial point in the campaign.

C.A.R.

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES LONDON

J. WALTER THOMPSON COMPANY

420 LEXINGTON AVENUE
NEW YORK 17

October 15, 1962.

Mr. Harry R. Haldeman
550 Spoleto Drive
Pacific Palisades
California

Dear Bob:

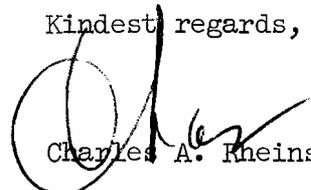
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Kindest regards,



Charles A. Rheinstrom

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C.A.R.

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES LONDON

CITIZENS NATIONAL BANK

Head Office
457 South Spring Street, Los Angeles, California

LAUDER HODGES
Vice President

November 6, 1961

H. R. Haldeman, Vice President and Manager
J. Walter Thompson Company
6505 Wilshire Boulevard
Los Angeles 48, California

Dear Bob:

I appreciate your sending me "The Promise of Advertising" very much and am finding it informative and thought provoking. Needless to say, I especially enjoyed the chapter by Norman Strouse.

The announcement of your appointment as manager of Richard Nixon's 1962 campaign came as a surprise. Nixon is fortunate, I believe, to have you undertake this tremendous responsibility. No one is better equipped by experience, resourcefulness and enthusiasm, and I am confident that you will do an outstanding job (and, brother, it sure is going to be needed!).

You can count on me to do everything possible to elect Richard Nixon governor of the State of California.

Sincerely,



Lauder Hodges

LH:h

*file Staff
hired 12/15/61*

*11-20
She will
be on 11-21
at 12 Noon
interview.*

44 BEVERLY BOULEVARD • LOS ANGELES 57 " DU 5-3271

October 19, 1961

Miss Rosemary Woods
Suite 1035
523 West Sixth Street
Los Angeles 14, California

Dear Miss Woods:

Enclosed is my brochure, as promised.

Please don't hesitate to check with Mr. Folger and Mr. Logan for additional comments. You know how to reach Mr. Folger, and Mr. Logan (now retired) can be contacted at his residence, 2238 Que Street, N. W., Washington, D. C.

While I am not actively seeking another position, it would be especially gratifying to get back into the organization field where I really belong.

Thank you so much for your courtesy. These are busy days for you, I know.

Very best wishes.

Cordially,
Dorothy M. Wright
(Mrs.) Dorothy M. Wright

enclosure

Att 12 cc

*Ask her to come
by to talk*

R E S U M E

Dorothy M. Wright
1800 Calafia Street, Apt. D
Glendale 8, California
Citrus 4-3013

Birth Date: September 27, 1916. Cleveland, Ohio

Education: Graduate: Chagrin Falls High School
Chagrin Falls, Ohio (1934)

Upsala College
East Orange, New Jersey (1939)

Drake Business College (one year)
East Orange, New Jersey

Marital Status: Widow
No dependents

Height: 5'2"
Weight: 112
Health: Excellent

BUSINESS EXPERIENCE

April 1957 to
October 1958;
returned -
February 1960
to present: U. S. Lime Products Division, The Flintkote Company
2244 Beverly Boulevard
Los Angeles 57, California

Executive Secretary to Vice President and General Manager

Note: Resigned from this position in October 1958 because
of lack of adequate assignments requiring past
experience and knowledge; returned in February
1960 at which time more administrative duties
were promised.

Salary: \$6,120.00 per yr.

February 1959 to
February 1960 Glendale Federal Savings and Loan Association
401 North Brand Boulevard
Glendale 3, California

Executive Secretary to Mr. Charles Wellman, President.

Salary: \$5,400.00 per yr.

Resigned to return to former position (see above)

Business Experience, con't.

January 1955 to
January 1957

Folger, Nolan, Fleming - W. B. Hibbs & Co.
725 15th Street, N. W.
Washington, D. C.

Executive Assistant to
Former U. S. Ambassador, John Clifford Folger

Returned to this position (see later reference)
when reoffered by Mr. Folger during period he held
position of Chairman of the Republican National
Finance Committee. At the same time, he was
President of his own firm (above), and President
of Piedmont Mortgage Company.

Responsibilities were broad on local and national
levels; handled volume of correspondence,
initiating and preparing replies for Mr. Folger's
signature; maintained confidential files, organized
conferences, luncheons, attended meetings and
1956 Convention; handled Mr. Folger's investment
banking firm contacts and followed through in this
connection; served as Vice President and Secretary
of Piedmont Mortgage Company. Also handled
Mr. Folger's personal accounts, income tax etc.

Combined salaries: \$12,000.00 per yr.

Resigned to return to California when Mr. Folger
was appointed Ambassador to Belgium.

July 1952 to
January 1955

United Concrete Pipe Corporation
Baldwin Park, California

Executive Secretary to President

Salary: \$6,000.00 per yr.

Resigned to return to position with Mr. Folger (above).

October 1945 to
September 1951

National Association of Food Chains
Washington, D.C.

Administrative Assistant and Secretary to President,
Mr. John A. Logan.

Responsibilities included accounting and financial statements for the Association; interviewed initially for appropriate referral all stenographic staff. Convention assignments included all hotel accommodations and arrangements (registration approx. 3,000); handling tickets, seating and general arrangements for luncheons (200 to 300), annual banquet (1200); all financial matters in connection with Convention and reporting thereon.

Also handled Association Membership correspondence and records; organized and carried through successful membership campaign (national), initiating all letters, brochures etc.

Personal secretary to President, handling accounting, investment portfolio, taxes, social calendar etc.

Salary \$4,500.00 per yr.

October 1941 to
June 1945

Folger, Nolan & Co. (see above reference)
Washington, D.C.

Secretary to Mr. Folger and Mr. Nolan.

Resigned to seek better position.

Salary: \$3,000.00 per yr.

(Background prior to 1941 will be supplied, if desired)

Notes

Re: Salary

Open. Major considerations are type position, contacts, opportunity to contribute.

References:

Conformed copies of certain letters are attached. If further contacts are required, current addresses and additional names will be readily submitted.

Los Angeles Examiner

HEARST CENTER · IIII SOUTH BROADWAY

P. O. BOX 2739 TERMINAL ANNEX · LOS ANGELES 54, CALIFORNIA

FRANKLIN S. PAYNE
PUBLISHER

November 17, 1961

RICHMOND 8-1212

Mr. H. R. Haldeman
3908 Wilshire Boulevard
Los Angeles 5, California

Dear Bob:

I had a very nice talk with Dick Nixon yesterday.

We both agreed that he couldn't have picked a better man than yourself as his Campaign Manager.

If, at any time, I can be of help, Bob, do not fail to let me know.

Sincerely,



Franklin S. Payne
bjn



9851-9951 SEPULVEDA BOULEVARD • LOS ANGELES 45, CALIFORNIA • TELEPHONE SPRIing 6-1010

CABLE ADDRESS: GARRETTAIR LOS ANGELES

November 3, 1961

Dear Bob:

Congratulations on your appointment this morning,
as campaign director for Mr. Nixon.

It was a very encouraging sign that the "Boss"
plans an energetic and enthusiastic campaign for
1962.

You know that all of us from the 1960 campaign
group wish you the best and will be glad to lend a
hand wherever possible.

Warm regards.

Sincerely,

Richard A. Ports

RAP:pc

Mr. Robert Haldeman
J. Walter Thompson Company
6505 Wilshire Boulevard
Los Angeles 48, California

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Our Man Hoppe

Brown Caught Flatfooted

Art Hoppe

IT'S TIME FOR ANOTHER antipartisan report on the Governor's race. And Republicans everywhere will be heartened by the news that Mr. Nixon's campaign has now forged ahead.

Republicans everywhere, as you know, have been muttering that Mr. Nixon's campaign is suffering from raging lethargy. In the polls he's slipped 2.88 per cent behind Mr. Brown. Or something. And when's the campaign going to get on its feet? Organization-wise?

Well, at last it has. I've just received an urgent "NEWS RELEASE" from Mr. Nixon's headquarters in L. A. Announcing the formation of a "State-wide Podiatrists for Nixon Committee!" And here it is, only April.



PODIATRISTS, AS EVERYBODY KNOWS, are "Doctors of Surgical Chiropody" who deal "with the prevention and management of diseases of the feet." At least that's what the news release says in its first footnote.

Well, I got so excited I went right to the top and called up the State-wide Chairman of the Podiatrists for Nixon Committee, Dr. Robert J. Hughes of San Bernardino. Long distance. To inquire how the committee was steamrolling forward.

Dr. Hughes turned out to be a very pleasant, good humored gentleman of 36. And was he thrilled to be leading the podiatrists into this slam-bang political battle? Well, he said the good doctor modestly, "I'm not so much of a job." But he was very podiatric, running the State from one end to the other, and he said, "I'm not so much of a job."

He said, "all I do is write letters to my fellow podiatrists asking if they'd care to work for Dr. Nixon. Or contribute funds. After all, there's only 500 podiatrists. And it's all very non-partisan. Of course, I did write one letter with a little partisan philosophy in it and — wow!"

THIRILLED BY THE "wow!" I started calling up more podiatrists. Only to find that hardly any were speaking to hardly any. Some were mad at Dr. Hughes and some were mad at Dr. A. Hoffman, an eminent local podiatrist who had also written a letter to his fellow podiatrists. Implying that Mr. Brown, not Mr. Nixon, was the hope of California podiatry.

What a hornets' nest! So I called up Dr. Hoffman. "I was hoping this wouldn't get into the papers," said Dr. Hoffman nervously.

So I called up Mr. Brown's State-wide campaign headquarters. Sure enough, they'd been caught flat-footed. Mr. Brown does not have, as of this minute, a State-wide Podiatrists for Brown Committee. And here it is, April already.

I trust this will squelch these unfounded reports that Mr. Nixon's campaign is not on its toes. However, Republicans must now guard against over-optimism. It's still a bit early to predict Mr. Nixon in a landslide come November. After all, the prognosticists have yet to be heard from.

Our Man Hoppe

Brown Caught Flatfooted

Art Hoppe

IT'S TIME FOR ANOTHER anti-partisan report on the Governor's race. And Republicans everywhere will be heartened by the news that Mr. Nixon's campaign has now forged ahead.

Republicans everywhere, as you know, have been muttering that Mr. Nixon's campaign is suffering from racing lethargy. In the poll he's slipped 283 per cent behind Mr. Brown. Or something like that. When is this campaign going to get on its feet? Organization



PODIATRISTS AS EVERYBODY KNOWS

STIMULATED BY THE "wow!" I started calling up more podiatrists. Only to find that hardly any were speaking to hardly any. Some were mad at Dr. Hughes and some were mad at Dr. A. Hoffman, an eminent local podiatrist who had also written a letter to his fellow podiatrists. Implying that Mr. Brown, not Mr. Nixon, was the hope of California podiatry.

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copy pls

Russ Walton's recs

9-14-62

B. B. B. B.

Confidential

As tough as it is, this can be won through hard work and smart planning on two fronts:

1. organizational and statistical - finding out where the vote is then getting it delivered to the polls.
2. psychological (propaganda) warfare on the issues and the opponent.

On the first, the PEP and other efforts seem to be going well (from what I have heard).

There are two phases of this, however, which seem to be of vital (critical) importance:

1. Getting the maximum GOP vote (the survey indicates that as of Sept. 1, some 12% of the registered GOP were going to vote for RBC, and a more sizeable percentage were, at this time, not yet decided as to how they would vote on the congressional race). Obviously, we must get at least 90-95% of the total GOP vote for our man.

There are several thoughts on how to work at this (in addition to having Republicans work on Republicans). Records show that Republicans find it more difficult to cross party lines than do the Democrats. We must make it even harder (impossible) for them to cross the line in this election.

- a. We should make every effort to get Ike's support
 - i. try to get him to attend a coffee hour in the district. (He'll be here in October).
 - ii. try to get good publicity photos of Ike with our candidate when he (Ike) is out here in October.
 - iii. try to get a real endorsement letter (specifically calling for our man's re-election) from Ike.

This could be used in (A) ads and (B) as a mailing piece to every Republican in the district.
 - iv. try to get a public statement (to the press) by Ike calling for our man's re-election.

(Obviously, this will have some good affect on middle-of-the-road Demos, too.)

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- b. We should try to get Nixon's support, first, and if not possible, get him (and his people) at the very least, to lay-off.
 - i. the next time Nixon is in the district, our man should be there - and Nixon should call for his re-election. (most preferable)
 - ii. we should try to get some publicity photos of Nixon and our man.
 - iii. we should try to get a letter from Nixon to our man, supporting him, endorsing his candidacy, etc.

This letter could also be used in the district (perhaps as a mailer to GOP - maybe even on the back of the sheet which carries the Ike letter).

This, the Nixon support, no doubt will prove extremely difficult to obtain - and even then must be done artfully. However, there seem to be some obvious pressure points:

- a. the congressional delegation (Gubser, Smith, Lipscomb, Utt, Wilson, Hosmer, et al) might be able to put the squeeze on him.
- b. some of the fat cats might be able to do it - Salvatori, Earl Adams, etc. (It seems that both Joe Martin, Jr., and Cap Weinberger would be major stumbling blocks.)
- c. (and only as a last resort) it could be pointed out to him (Nixon) that his own race is in a very precarious position, that if he drags down our man (and/or others) they might well drag him down, too. In fact, there are several Republicans in good standing who are ready to go all out against him if he fails to support our man - people from various parts of the State, that is. I want to make it clear this last is the least desirable. Right now we will get much more out of cooperation and harmony than vice versa.

And, it now is obvious that our candidate is right in his desire to have the Nixon name on his precinct and block signboards, etc. Everything along this line (with Miller and Groen, as well) which builds a solid front for the GOP is important.

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2. Keeping the Democrat vote split and pulling as much as possible to us. (The survey indicates that only 49% of the Democrats prefer - or have decided to vote for - RBC. At the same time, however, only 6% of the Democrats indicated a preference for our man.) Thus, we have an opportunity (we can pull Democrats, as history shows) and a big job to do.
 - a. we must continue to build our strength with FOD, etc.
 - b. we must make inroads in other Democrat areas (can we get any strong union members to come out for our man?).
 - c. we must paint our opponent as a man for whom good Democrats could not vote. (more on this later in this memo)

There seems to be, as you know, a general split in Demo ranks along the Unruh-CDC line. We should be adroit enough to keep this open - and to make it wider.

3. Finding out about COPE activities:

Even though we have requested it several times, we have not received any information as to just what COPE is doing in the campaign.

I feel it is important that every discreet effort be made to find out as much as possible about this situation. It may well be one of the key pieces to completing our victory puzzle. I suggest:

- a. a plant in the COPE operations (or someone who is at least close enough to the operation to get information for us).
- b. photos of the COPE headquarters, some of the key COPE people, etc. (we should try to find out if any of the COPE chiefs are from out of state, if so what state, what is their background, etc.)
- c. perhaps we could locate a union member in good standing who disagrees with COPE's activities, etc., who would be willing to aid us (through press statements, formation of a committee, etc.)
- d. as many plant tours and face-to-face meetings with workers as possible.

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4. Building candidate's image with party people

We must find a way to pull at least 90% of our party to our candidate. Granted, many GOP will swing over in the last day (maybe even when faced with a decision in the voting booth). However, we must do everything possible to help them.

We should stress:

- i. John's voting record (91% party support, highest in West, etc.)
- ii. elected secretary of the California GOP delegation
- iii. elected by freshman GOPers to the policy committee
- iv. other party efforts, etc.

Again, we should make ultimate use of the pix of John with Ike, and other party leaders.

5. Building candidate's image in general

Because of the labelling job which has been done, and its connotations, we must be exceedingly careful - must avoid at all costs - any mud-slinging or attacks which have the slightest taint of smear.

The preliminary results of the motivational research are showing that the people do not want any mud-slinging. They will react against the slinger. They want positive, constructive programs. They are, for example, rather disgusted with the Nixon-Brown bit on the TV debate which (as they say) has not helped to solve problems or clarify issues.

Therefore, while waging an aggressive, hard-hitting campaign - we must be positive, present constructive suggestions and programs for the best interests of the people and the nation, and - when referring to the opponents record and mistakes - this must be done in a "gentlemanly" or objective manner, not snarling, vindictive or gross.

In addition to the growing public aversion to this mud-slinging or over-zealous and non-constructive attack in politics, we must keep in mind:

- a. some seem to be expecting it from us because of the labels affixed to the candidate via JBS (and it will thus serve to confirm their suspicions).

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- b. the opposition would use such attacks to cry smear, to build the theme that this is what is to be expected from the JBS, there's nothing to it except smear, etc.
- c. This may be hard to accept but it is something which must be considered. The playback from the public in the district seems to be quite clear.
- d. This does not mean that the candidate cannot be hard-hitting, aggressive, articulate, etc. - it does mean, however, that he must hit hard on the issues, on his record and experience, and on his knowledge of the problems which are worrying the people, etc.
- e. And, in this regard, it would seem very important that the candidate have some real, positive ACTION programs on key issues.

Neither does it remove the possibility or opportunity to attack the candidate's background and record. This can be done if it is done by a third party - completely removed from our campaign. FOD or Independent Democrats or regular Democrats or whatever can have a legitimate reason to come out against the opponent and state the case against him clearly and bluntly.

Or, perhaps a friendly paper in the district, intent on fulfilling its public trust, etc., would make the complete record known to its readers without any mention of our candidate what-so-ever.

Whatever the course it is important to remember that the opposition has a judo-like opportunity for using any smears or attacks to come back to us.

- 6. Even with these things in mind - the need to be careful on the attack - here are some areas where the opponent is vulnerable and could be hurt: (I am sure there are other areas which are not listed here)
 - a. savings and loan deals (might be aired by an attorney, banker, etc.)
 - b. industrial asphalt (hit by a former public official, engineer, etc.)
 - c. gambling - police record, etc.
 - d. narcotics voting record (important)
 - e. voting record on HCUA, loyalty oath, etc. (American Legion)

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- f. votes on taxes, budget, etc. (high cost of living)
 - g. support of the foreign trade bill (cheap foreign labor vs. American jobs)
 - h. support of foreign aid (especially to communist countries)
7. Candidate can be sold as a fight for positive, important programs which are important to and meet with approval of most constituents:
- a. anti-communism (again, rational, logical, positive program)
 - b. anti-crime and narcotics (pro protection of women and children)
 - c. anti-smut, etc. (via mails)
 - d. anti-high cost of living (taxes, cost of government, etc.)
8. For every one of the above (plus others, such as education, etc.) there is a definite, positive side—a constructive alternative:
- a. pro-America, pro-peace through strength, etc. (no one wants war, etc.)
 - b. pro-protection (keep our women, children, homes safe, etc.)
 - c. pro-increased take home pay, more and better jobs and job security, etc.
9. Finally, while we all realize the very real dangers inherent in the growth of federal government, we must keep in mind:
- a. close to a majority of the people accept and expect a large role for the federal government
 - b. it is within that group that we must gain voters for November.

Therefore, it is important to recognize that the federal government does have certain proper functions - that we all recognize the need for a good government, that government is what we make it, and if we want it to be better we should make sure we elect ^{good} men that we can cut out a lot of the fat and waste and cut the cost of government while improving its services and functions, that a lot of the detail can be handled better and more effectively by governmental agencies closer to home, etc.

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In other words, don't just attack the federal government in general. The people won't go along with you at this time.

10. A word in closing: the Cuban situation is beginning to show very clearly in the motivational research findings. This could be an issue.
 - a. Don't try to pin it on JFK (many people think Ike is as much to blame).
 - b. Have a sound, logical, positive action program to present for a solution (such as blacklisting the ships which deliver goods to Cuba, etc.).
 - c. Don't talk about Cuba in the frame of reference of a shooting war - rather how to remove this threat so that the danger of war is reduced.
 - d. A positive suggestion for future programs, operations, etc., which will prevent other countries (South America, etc.) from going the way of Cuba (no more Castros).
 - e. Raise some questions: where was the State Dept., where was our intelligence service, why do we continue to make these mistakes, this is our government, I think we should find out and make sure it doesn't happen again, etc.



THE PROCTER & GAMBLE MANUFACTURING COMPANY

DIRECTOR OF GOVERNMENTAL RELATIONS

SUITE 319 RIDDELL BUILDING
1730 K STREET N.W. WASHINGTON 6, D.C.

December 29, 1961.

Mr. H. R. Haldeman
3908 Wilshire Boulevard
Los Angeles 5, California.

Dear Bob:

I find to my horror that caught up in my brief case filled with everything imaginable is your December 6 letter, which long ago I took home with a dictating machine in the expectation of answering it at once. But, with typical inefficiency, I got it plowed into my great mass of junk and it disappeared until now.

Hastily, therefore, and with great ego, I enclose a photograph which I hope is "suitably inscribed" and which I suggest that you use to frighten little children and to discourage the honest and faithful from entering public service!

Seriously, I shall treasure the rest of my life the association you and I and the others had in the recent political effort, and I must say that in some respects I envy your present work as Campaign Manager for Dick. I say this, knowing that you are doubtless head over heels in work and being bedeviled and harrassed almost beyond words to express. Yet, it is this kind of activity that does make one realize that there is great and good work to be done for this free Republic; people like you make successful functioning of our country continually possible.

So, may our paths cross again sometime reasonably soon, and in the meantime would you please give my warm personal greetings to one and all who remember me whether or not kindly!

Sincerely,



Bryce Harlow

enclosure

ARTHUR S. FLEMMING

2315 McMorran Drive
Eugene, Oregon
December 18, 1961

Dear Bob:

I appreciated ever so much receiving your note of December 5th. I am very happy to send you the enclosed photograph.

I had a good talk with Dick when he was in Portland and I was delighted to learn at that time that you were going to head up his campaign for him.

I told him and I want you to know that I stand ready to help in any way I can in connection with the campaign. He indicated that he might like to have me come down and discuss some matters in the field of education and welfare. I would be delighted to do so.

Very sincerely and cordially yours,



Arthur S. Flemming

Mr. H. R. Haldeman
Campaign Manager
Nixon for Governor Committee
3908 Wilshire Boulevard
Los Angeles 5, California

United States Senate

WASHINGTON, D.C.

195 South King Street
Honolulu, Hawaii
December 22, 1961

Mr. H. R. Haldeman
Campaign Manager
Nixon for Governor Committee
3908 Wilshire Boulevard
Los Angeles 5, California

Dear Bob:

Thank you for your letter of December 5, 1961. Enclosed is an autographed photo as requested.

It is gratifying to know you already are organizing campaign workers for next year's Gubernatorial election. Press reports, even at this early date, indicate there is a tough battle ahead. However, with well laid plans and trained workers, I am sure your campaign committee will be capably equipped to meet any challenge.

I am most appreciative of your splendid work in the Win With Nixon campaign last year.

With aloha and warmest personal regards,

Sincerely yours,



Hiram L. Fong

HLF:lv

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MANUFACTURERS HANOVER TRUST COMPANY

350 PARK AVENUE, NEW YORK 22, N. Y.

GABRIEL HAUGE VICE CHAIRMAN OF THE BOARD

December 18, 1961

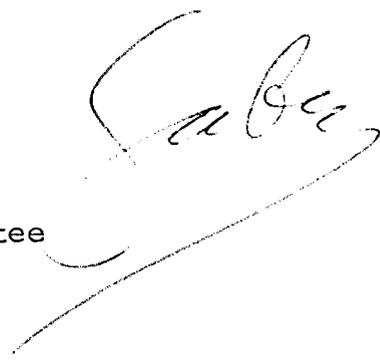
Dear Bob,

Your note is here on its new letterhead and I see that you are mobilized once again. Certainly we all wish you well in what is certain to be a rough fight but I share your confidence in how the outcome ought to go.

I enclose a photograph in response to your request.

Warm regards and good luck.

Sincerely,



Mr. H. R. Haldeman
Campaign Manager
Nixon for Governor Committee
3908 Wilshire Boulevard
Los Angeles 5, California

Enclosure

Royall, Koegel & Rogers
1730 K Street, N.W.
Washington 6, D.C.

NEW YORK OFFICE
100 BROADWAY
NEW YORK 5, N. Y.
CABLE ADDRESS
'YORKLAW', NEW YORK
'WALAW', WASHINGTON

December 13, 1961

Dear Bob:

Thank you for your letter dated December 5. I am glad that you are back in business and am glad, too, that Dick's campaign is in your capable hands. You know, of course, that I will be happy to do anything I can to help from this distant point.

Enclosed is the autographed picture you requested. With warmest personal regards.

Sincerely,



William P. Rogers

Mr. H. R. Haldeman
Campaign Manager
Nixon for Governor Committee
3908 Wilshire Boulevard
Los Angeles 5, California

December 11, 1961

Dear Bob:

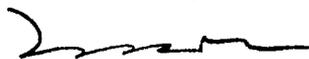
We did miss seeing you in Portland, but John and Hugh covered wonderfully well for you and RN did his usual superb job for which we are indeed grateful.

Your desire for a photograph pleases me no end and I am delighted to send it along. I have long ago forgiven you for the puddle-jumping expedition into Michigan for three days and nine speeches in which all transportation connections failed and the weather was at its worst! But, kidding aside, I shall always remember the thrill of Chicago, the inspiration of the Friendship-Indianapolis-Dallas-San Francisco swing, and many other campaign-related efforts that fell so slightly short.

I dropped Don Hughes a note when I learned of his mishap and am glad to read into his letter a good spirit and ultimate resumption of duty. When your Girl Friday has a moment I am interested in knowing the whereabouts of the principal members of the VP staff, including especially Jack Sherwood. This at your leisure.

With every good wish.

Sincerely,



Mr. H. R. Haldeman
Nixon for Governor Committee
3908 Wilshire Boulevard
Los Angeles 5, California