

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>
60	9	01/24/1961	Other Document	Statement of James T. Ralph, Director, Calif. Dept. of Agriculture. 2 pages.
60	9	04/12/1962	Memo	To "MM" from Rose Mary Woods re: Mr. David Richards. 1 page.
60	9	04/16/1962	Memo	Re: David Richards. 1 page.
60	9	04/10/1962	Memo	Re: David Richards's request to meet with Richard Nixon when he's in town. 1 page.
60	9	04/13/1962	Letter	To Joseph Martin, Jr. from H.R. Haldeman re: Phil Ray. 1 page.
60	9	02/08/1962	Memo	To H.R. Haldeman from Norton Norris re: Appearances of Candidate. 1 page.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
60	9	04/09/1962	Letter	To A.C. Robbins from H.R. Haldeman re: the letter from Chipper Martin. 1 page.
60	9	03/28/1962	Letter	To Richard Nixon from Stoddard (Chip) Martin, Jr. 2 pages.
60	9	04/09/1962	Memo	Re: letter from Stoddard (Chip) Martin, Jr. 1 page.
60	9	03/23/1962	Letter	To Helen M. Riddell from H.R. Haldeman re: her letter. 1 page.
60	9	03/26/1962	Memo	To Joseph Martin, Jr. from H.R. Haldeman re: Phil Ray. 1 page.
60	9	03/09/1962	Letter	To Edward S. Ryan from H.R. Haldeman re: his letter of March 8th. 1 page.
60	9	03/09/1962	Letter	To Robert E. Rivenbark from H.R. Haldeman re: his letter of March 7th. 1 page.

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60	9	02/14/1962	Letter	To George S. Roubanis, Manager, Rancho Drive-In Theatre, from H.R. Haldeman re: his offer to make the Drive-In theater available for campaign events. 1 page.
60	9	02/19/1962	Letter	To Scott A. Rogers, Jr. from H.R. Haldeman re: his letter of February 15th. 1 page.
60	9	02/12/1962	Letter	To Peter M. Runyon, Vice President of the Pasadena Junior Chamber of Commerce from H.R. Haldeman re: Runyon's invitation to Nixon to address the Chamber of Commerce's Youth Banquet. 1 page.
60	9	02/08/1962	Letter	To William C. Rust, President, California Western University, from H.R. Haldeman re: an invitation for Richard Nixon to address a convocation during the spring. 1 page.
60	9	02/08/1962	Letter	To Bernard D. Richter, Chairman, Public and Business Affairs Committee, Reseda Kiwanis Club, from H.R. Haldeman re: invitation to speak. 1 page.
60	9	02/03/1962	Letter	To Robert Rutland of UCLA from H.R. Haldeman, confirming Richard Nixon's appearance on March 15th. 1 page.
60	9	02/08/1962	Letter	To Mrs. William Royer, Redwood Republican Club, from H.R. Haldeman re: invitation to speak. 1 page.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
60	9	02/05/1962	Letter	To Roy E. Reynolds from H.R. Haldeman re: speaking engagement at Long Beach Elks Lodge. 1 page.
60	9	02/08/1962	Letter	To William F. Roe of the L.A. County Medical Assn., from H.R. Haldeman, re: speaking engagement. 1 page.
60	9	n.d.	Memo	Re: Appearance at Fresno Farm Bureau. 1 page.
60	9	02/01/1962	Letter	To Valma Ryerson of the Beverly Hoover Republican Women's Club from H.R. Haldeman re: invitation to speak. 1 page.
60	9	01/29/1962	Letter	To John A. Radcliffe, President of the 50th District Republican Assembly from H.R. Haldeman re: invitation to speak. 1 page.
60	9	01/25/1962	Letter	To Jim Reynolds from H.R. Haldeman re: pens. 1 page.
60	9	01/15/1962	Letter	To Marshall Ricksen from Richard Nixon, thanking him for his support. 1 page.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
60	9	01/23/1962	Letter	To Mrs. William Royer of the Redwood Republican Club from H.R. Haldeman re: invitation to speak. 1 page.
60	9	01/23/1962	Letter	To Leonard H. Ruppert from H.R. Haldeman re: Thomas Tomeo. 1 page.
60	9	01/11/1962	Memo	Re: Contribution Acknowledgement to Marshall Rickson. 1 page.
60	9	n.d.	Memo	Re: 12/6/1961 Letter to RN re: Lower Colorado River Land Use Permit. 1 page.
60	9	12/06/1961	Letter	To Thomas E. Ross from H.R. Haldeman re: possible participation on the campaign. 1 page.
60	9	n.d.	Other Document	Proposal from Sandra Miles Ressler for Public Relations on the staff of the Nixon campaign. 3 pages.
60	9	10/29/1961	Letter	Western Union Telegram: To Richard Nixon from David Rodrigues re: the campaign. 1 page.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
60	9	11/20/1961	Letter	To David Rodrigues from H.R. Haldeman re: offer of assistance on campaign. 1 page.

STATEMENT OF JAMES T. RALPH, DIRECTOR, CALIFORNIA DEPARTMENT OF AGRICULTURE, JANUARY 24, 1961.

aug. to Research

At the request of Governor Orville Freeman, President Kennedy's new Secretary of Agriculture, I have accepted the position of Assistant Secretary of Agriculture for the Agricultural Stabilization Services, and am resigning my position as Director of the California Department of Agriculture effective upon the date of appointment of my successor.

I have enjoyed my year working under William E. Warner as Director, and working as Director myself, and I regret very much the necessity of leaving the California Department of Agriculture.

In this Department, we have a splendid staff of experts in the various fields of our activities, and a great group of people with whom to work in the agricultural industry of California.

We have been working intensively for a year improving our program of service to agriculture. Agriculture is facing a most difficult period in California. We have been increasing the pace of our work to assist our growers, primarily on a self-help basis, to alleviate some of their difficult economic problems. The cooperation of many capable leaders of community groups in California has been most encouraging. I especially regret to leave these people and this active and successful program behind.

However, I have been urged to accept this federal appointment in the belief that California is in great need of someone on the top staff of the U. S. Department of Agriculture who understands California's specialty crop industry and its many problems. For three years, I have worked intensively with the specialty crop

interests of California, and with the poultry, the dairy and the beef cattle industries. I feel that my understanding of western agriculture may be of benefit to our region in the future.

In my position as Assistant Secretary for Agricultural Stabilization, I understand that I will be concerned with all of the income stabilizing programs operated by the U. S. Department of Agriculture. This responsibility will include the price support programs as well as the marketing orders and agreements.

With the continuing cost-price squeeze in agriculture, the labor problems being faced by our farmers, and aggressive competition from low-wage areas, there will be a continuing need for some form of stabilization program for most of our farmers.

One of the reasons Governor Freeman insisted upon my accepting this position was my knowledge of, and experience in, the field of self-help marketing programs.

I believe that Secretary Freeman hopes to give much more emphasis to the self-help approach of giving farmers the tools with which to solve their own problems, with lesser reliance upon government and upon tax subsidies.

I also hope that I may be effective in advising Governor Freeman of the serious problems being faced by our pear industry due to pear decline, as well as to inform him directly of the problems faced by California and other states in operating state self-marketing programs.

I expect to maintain close liaison with my successor in the California Department of Agriculture in order that the work of both departments may be coordinated in serving our great pear industry in California.

April 12, 1962

MM:

Do we have any information on a Mr. David Richards? Apparently he now lives in San Francisco and was formerly from McKeesport, Pennsylvania.

Rose

Joanne Rollins

4-16-62

Bob Haldeman

Follow-up - David Richards (Helen Gale's memo of April 10th)

I have checked Mr. David Richards out with the downtown office. No one knows him.

Keep this for the record - and future reference - and I would so advise Helen Gale.

✓
File:
x
x
x
x
R Richards
Helen Skeel. File
No. Skeel. Skeel. File
Cand. - copy. Reg. File
No. Skeel. - Skeel. File

Rmw

Joanne Rollins

April 10, 1962

Helen Gale

RM SCHEDULE

Bob Maldeman, Nick Ruwe

I received the following phone call today, which I am passing on to you for what it is worth.

Mr. David Richards of 3224 25th Street, San Francisco (Phone: MI 7-2398)

called to say that he would like to see Mr. Nixon sometime when he is in town.

I asked if he would like to indicate what he wished to see Mr. Nixon about, but

he said "no." "Just tell him I'm from McKeesport, Pennsylvania, and he'll remember me."

*do you know who
he is?*

/hg

Bob H

Bob: We have no file or any record of David Richards.

rmw

April 13, 1962

Dear Joe:

The thought RN had on where Phil Ray could help was in the overall area of defense contracts to depressed areas.

As you know, this whole problem of awarding contracts on the basis of unemployment and other local problems rather than on the basis of ability to produce efficiently could become a major California issue. RN thought Ray's experience as head of the Committee that looked into that situation might be helpful. I think he and Cap should get together and discuss this.

Best.

Sincerely,

H. R. Haldeman

Mr. Joseph Martin, Jr.
400 Montgomery Street
San Francisco, California

File: Eisenhower Adm. Personnel
x - Martin (No. Calif.)
x - R (Ray)
x - date

Nixon for Governor

*Jim Reynolds
FYI*

To: BOB HALDEMAN

Date: February 8, 1962

From: NORTON NORRIS

Subject: APPEARANCES OF CANDIDATE

Distribution:

Talked with D. D. Hurford, a member of the Foothill Republican Club in the Pasadena-Sierra Madre area.

Hurford volunteered his services in helping to arrange possible future appearances of Mr. Nixon at Sears-Roebuck & Co. stores.

Hurford is in Public Relations with Sears and can be reached at 2650 E. Olympic Blvd., ANgelus 8-5211.

He commented that store employees were very favorably impressed by DN's appearance at the Santa Monica store. He added that everyone in the store knew that Mr. Nixon had purchased a rain coat there.

NLN:ls

April 9, 1962

Dear Uncle Al:

Thanks very much for sending on the letter from Chipper Martin. I passed it along to Dick and he got quite a kick out of it. He will of course send a reply to Chipper.

I'll line up the golf game eventually, but the way we have him trotting now,-- it will probably be sometime in December -- but I'm sure you would rather play with the Governor than a downtown lawyer, anyway.

Best regards.

Sincerely,

Mr. A. C. Robbins
650 Sarbonne Road
Los Angeles 24, California

Thi-Mar. 28

Dear Mr. Nixon,

I have just finished your article in LIFE magazine (Mar. 19 ed.) relating your tremendous struggle in the campaign of 1952 as a result of the "Famous Fund". It was a truly ~~and~~ touching and most convincing article, and has disclosed the tremendous courage you undoubtedly must have. Over a period of six years, since that ~~to~~ time I wrote you once before (though I was only seven then), you have come to be a contemporary representation of what - someday in the future - I would like to be.

Until a year ago on ^{last} Monday, I have lived in suburban Philadelphia all of my life. I came to idolize you when I was seven and the letter I then received in return for mine to you (unfortunately my reply was only from your assistant, Mr. King) has hung on my wall ever since. From the unfortunate campaign in 1960 I still retain 10 "Nixon buttons" a poster, and a memory of that agonous night, November 8, when I stayed up later than my parents and cried myself sick after realizing that my vigil was useless. It was not long after that, when we moved to the west coast and La Jolla. Here, as controversies as to the ^{the outcome of} your public life began to manifest themselves, ^{my childhood of your greatness began to} and it was not until I saw you and shook your hand in San Diego last April that my hero-worship re-

learned. (It did again this summer when I visited my sister at Montecito Camp, Santa Barbara and ~~the~~ thought of the chance of seeing you with your daughters was possible.) Still, since I came here my support of you has continued to slacken as you have slowly dropped off the national scene. For this reason and because I have frequently heard people refer to you as "Tricky Dicky", I was ecstatic at seeing this well-timed and most momentous of articles. Even though I have always been convinced of your greatness this has done something new; something to triple my esteem for you.

In every action of yours that I can remember well I have agreed completely (especially that of your denunciation of the Birchists and other ultra-conservative factions). For this reason I will back you in every step towards the ^{governorship} presidency but even more urgently hope that you will renew your importance in national politics bolstering in your platform a firm stand against ~~the~~ ^{the} Reddy's potentially socialistic measures and a firm stand for economic unity in all the west
in nations

Best wishes and unrelenting support;

Stoddard (Chip) Martin, Jr.

5959 Waverly Ave.

La Jolla, California

Lois Gunt

4-9-62

Bob Haldeman

The attached letter from Stoddard (Chip) Martin, Jr. was transmitted by my Beverly Hills uncle, who is a friend of the author's parents. I would suggest an RM acknowledgment along the lines of the attached draft.

**File: - Memos - Mail handling
x - Robbins
x - Martin
x - date**

March 23, 1962

Dear Helen:

I certainly appreciate your note and the accompanying material which you left a week or so ago; also your note this week regarding the warning on forthcoming smear tactics. I am sorry I didn't get a chance to see you when you were here at the headquarters, but trust your many activities will permit another visit to our lair.

I know that you and a number of others have been concerned about the Birch Society situation, but hope Dick's column on this subject in the Los Angeles Times last week helped to explain the reasoning behind this situation. I am sure you will also find his column next week on the subject of combatting Communism of great interest. In the months ahead, we will certainly be providing you "vote-getters" with plenty of material regarding positions on the issues of Education, Transportation and the many other important matters that are of legitimate concern to the California voters.

I am delighted to hear you are working for Mr. McDonough on Roybal's eastside area, and trust you will continue to put in a good word for us at the same time.

Hope to see you soon. Meantime, keep up the good work and very best regards.

Sincerely,

H. R. Haldeman

Mrs. Helen M. Riddell
4121 Wilshire Boulevard
Los Angeles 5, California

File: Riddell
x chron.

Mr. Joseph Martin, Jr.

3-26-62

Mr. Bob Haldeman

Dear Joe:

From several sources, I have been approached regarding the desirability of getting Phil Ray active in the campaign. Would appreciate your evaluation of Ray's potential value to us and any thoughts you might have on where and how we might use him.

**File - Martin
x - Ray
x - Chron
x - follow-up - 3/30**

March 9, 1962

Mr. Edward S. Ryan
3650 Chateau Court
Arlington, California

Dear Mr. Ryan:

Thank you so much for your letter
of March 8th.

The traffic issue is of course one of
great importance. Your offer to be of assistance in
briefing us and supplying material in this connection
is deeply appreciated.

Mr. Hugh Flournoy is Chairmanning
the various Task Forces for study of issue material, and
by carbon copy of this letter, I am asking him to get
in touch with you.

Again, thank you for your interest
and for writing us.

Sincerely,

H. R. Haldeman

cc: Hon. H. I. Flournoy *w/letter*

File: S & I Traffic
x - R ✓
x - chron.

March 9, 1962

Mr. Robert E. Rivenbark
10949 Gothic Avenue
Granada Hills, California

Dear Mr. Rivenbark:

Thanks very much indeed for your letter of
March 7th.

Certainly your background equips you well for
a public relations or publicity position within
the framework of most any organization.

Unfortunately, our staff is completely set up now
and we cannot expand it beyond present compliment.
I do not foresee any opening, but will be glad to
keep your letter on file, Should something develop
in which I feel you might have an interest, I will
certainly get in touch with you.

We appreciate your writing.

Best regards.

Sincerely,

H. R. Haldeman

File: Pers. Appl.
x - R ✓
x - chron.

February 14, 1962

Mr. George S. Roubanis, Manager
Rancho Drive-in Theatre
1555 Euclid Avenue
San Diego 14, California

Dear Mr. Roubanis:

We certainly appreciate your letter confirming your telephone conversations with this office. I had been advised of your offer to make available the drive-in theatres for programs during the campaign period. This sounds like an excellent facility and one which could be used most effectively.

It is offers like this, stemming from interest and loyal support, which are always so gratefully received.

I am taking the liberty of sending a copy of your letter and my reply to Admiral Leslie Gehres, the San Diego County Nixon Chairman, with the suggestion that he contact you. You might be interested in helping in other phases of the campaign, and Admiral Gehres would, I am sure, appreciate having any ideas you might want to pass along to him.

Thank you again for your offer of assistance, and kindest regards.

Sincerely,

H. R. Haldeman

cc: Admiral Leslie Gehres

blind copy - Schedule

File: Services and Facilities

x - R

x - Chron.

February 19, 1962

Mr. Scott A. Rogers, Jr.
President
Parker Seal Company
10567 Jefferson Boulevard
Culver City, California

Dear Scott:

Your letter of February 15th is much appreciated. Reports like yours are the kind we like to get. I know Dick thoroughly enjoyed the visit to Santa Monica. The programming was excellent and certainly I will pass along your generous comments.

I'll look forward hopefully to the day when we can sit down for that chat about politics. It will be the proverbial "busman's holiday" -- but they're always good for the soul.

Many thanks again, Scott, and best regards.

Sincerely,

H. R. Haldeman

File: Candidate - ~~News~~ Meetings: Reports & Comments
x - R
x - Chron.

February 12, 1962

Mr. Peter M. Runyon, Vice President
Pasadena Junior Chamber of Commerce
181 South Los Robles Avenue
Pasadena, California

Dear Mr. Runyon:

This will confirm Dick Nixon's acceptance of your kind invitation to address the Pasadena Junior Chamber of Commerce's 31st Annual Youth Banquet at the Huntington-Sheraton Hotel in Pasadena on Tuesday, April 24th. You can be sure Mr. Nixon is looking forward to this fine affair.

Mr. Booth Turner of our office will be handling arrangements. I would suggest that you designate one person in your organization as his contact for all plans on this meeting in order to avoid any confusion. Meanwhile, please let Mr. Turner hear from you if you have any questions.

Sincerely,

H. R. Haldeman

HRH:jr

bcc: Booth Turner

February 8, 1962

Dr. William C. Rust, President
California Western University
San Diego 6, California

Dear Dr. Rust:

This will follow up your correspondence with Dick Nixon inviting him to address a Convocation at California Western University sometime this spring. We are sorry for the delay in getting an answer back to you, but the Schedule Committee was making every attempt to work out a mutually convenient date when he could visit your campus. Unfortunately, however, because of too many already-firm commitments, Mr. Nixon must reluctantly decline your kind invitation.

We feel sure you understand the many problems involved, both in time and geography, in working out his schedule for the coming months and trying to coordinate appearances throughout the state of California, and much as Mr. Nixon would like to have the pleasure of visiting your campus, it does not seem possible for the foreseeable future.

Again, many thanks for your thoughtfulness in writing.

Sincerely,

H. R. Haldeman

HRH:jr

February 8, 1962

Mr. Bernard D. Richter, **Chairman**
Public and Business Affairs Committee
Reseda Kiwanis Club
22200 Cantara
Canoga Park, California

Dear Mr. Richter:

This is to follow up your recent correspondence with Dick Nixon inviting him to address a joint meeting of the Reseda and Sherman Oaks Kiwanis Clubs. The Schedule Committee carefully considered your request and made every attempt to juggle already-committed dates so he could meet with your organization soon. However, because of too many schedule conflicts, this does not seem possible for the foreseeable future, and he must reluctantly decline your kind invitation.

We are extremely sorry our answer must be as it is, but feel sure you understand the many problems involved, both in time and geography, in trying to set up and coordinate his speaking engagements throughout California during the coming months.

However, we are keeping your letter in our pending file in the hope that perhaps a luncheon combining all the service clubs in your area could be worked out for the future.

Again, many thanks for your thoughtfulness in writing.

Sincerely,

H. R. Haldeman

February 3, 1962

Dr. Robert Rutland
Department of Journalism
University of California
Los Angeles 24, California

Dear Bob:

This will again confirm Dick Nixon's appearance at UCLA to address a Royce Hall convocation at noon on Thursday, March 15th. You can be sure he is looking forward to this meeting with the UCLA students and faculty.

Mr. Booth Turner of our office will be handling arrangements for this visit. I would suggest that you contact him for all plans on this meeting in order to avoid any confusion.

Best regards.

Sincerely,

H. R. Haldeman

HRH:jr

February 8, 1962

Mrs. William Royer
Redwood Republican Club
1016 Blandford Boulevard
Redwood City, California

Dear Mrs. Royer:

Many thanks for your letter of January 31st inviting Dick Nixon to address the Redwood Republican Club sometime during the campaign. You may be sure he would very much like the pleasure of meeting with your membership. However, we are certain you appreciate the many complexities involved, both in time and geography, in setting up his speaking schedule for the next few months, and the problems we face in trying to coordinate his appearances throughout the state.

Consequently, he must reluctantly decline your kind invitation for the foreseeable future. We are taking the liberty of keeping your letter in our pending file with the understanding that your organization will certainly be included in any plans Mr. Nixon makes for the Redwood City area during the campaign.

Sincerely,

H. R. Haldeman

HRH:jr

bcc: Jean Dewey - San Francisco
MM

February 5, 1962

Mr. Roy E. Reynolds
13824 San Antonio Drive
Norwalk, California

Dear Mr. Reynolds:

This will confirm Dick Nixon's acceptance of your kind invitation to address the Long Beach Lodge No. 888 B.P.O. Elks in Long Beach on April 30th. You can be sure he is looking forward to this fine affair.

Mr. Booth Turner of our office will be handling arrangements. I would suggest that you designate one person in your organization as his contact for all plans on this meeting in order to avoid any confusion. Meanwhile, please let Mr. Turner hear from you if you have any questions.

Sincerely,

H. R. Haldeman

HRH:jr

bcc: Booth Turner

February 8, 1962

Dr. William F. Roe, Program Chairman
San Fernando Valley District
Los Angeles County Medical Association
4849 Van Nuys Boulevard
Suite 226
Sherman Oaks, California

Dear Dr. Roe:

This will confirm Dick Nixon's acceptance of your kind invitation to address the meeting of the San Fernando Valley District, Los Angeles County Medical Association, in Woodland Hills on February 22nd. You can be sure Mr. Nixon is looking forward to this fine event.

Mr. Booth Turner of our office will be handling arrangements. I would suggest that you designate one person in your organization as his contact for all plans on this meeting in order to avoid any confusion. Meanwhile, please let Mr. Turner hear from you if you have any questions.

Sincerely,

H. R. Haldeman

HRH:jr

bcc: Booth Turner

"R"

Geo. Romney - re: appearance - Fresno Farm Bureau.

SEE "W" - letter from Mel Wilson and HRH's note.

February 1, 1962

Mrs. Valma Ryerson, President
Beverly Hoover Republican Women's Club, Fed.
464 North Hobart, Apartment No. 5
Los Angeles 4, California

Dear Mrs. Ryerson:

Many thanks for your kind letter inviting Dick Nixon to address the Beverly Hoover Republican Women's Club sometime in February, March, or April. We are extremely sorry that we have delayed so long in answering your letter, but the Schedule Committee was making every attempt to juggle already-firm dates in order that Mr. Nixon could meet with your organization on the dates you specified. Unfortunately, however, because of too many schedule conflicts, it will not be possible for him to visit your club during the foreseeable future.

We are sure you understand the many problems involved both in geography and time in scheduling his appearances. Perhaps it would be possible for your group to join with some of the others who are combining for meetings with Mr. Nixon, so that he will have the opportunity to meet your members.

Again, we much appreciate your thoughtfulness in writing.

Sincerely,

H. R. Haldeman

HRH:jr

January 29, 1962

R

Mr. John A. Radcliffe, President
50th District, Republican Assembly (North)
14077 Janetdale Street
La Puente, California

Dear Mr. Radcliffe:

To follow up your previous correspondence with Mr. Nixon, I regretfully must tell you that the efforts of the Schedule Committee to clear a date on his calendar in the foreseeable future when he could address a meeting of the 50th District Republican Assembly have not been successful.

Consequently, he will not have the pleasure of accepting the very kind invitation you have extended for the spring months of this year. We are taking the liberty, however, of keeping your invitation in our pending file with the understanding we will try to work something out when Mr. Nixon visits the La Puente area during the campaign.

Thank you again for your thoughtful invitation.

Sincerely,

H. R. Haldeman

HRH:jr

January 25, 1962

Mr. Jim Reynolds
9830 San Fernando Road
Pacioma, California

Dear Jim:

Are you still supplying
pens for RN?

If so, what would you think
of running them all in blue and yellow
to tie in with the color theme of the
campaign?

Sincerely,

H. R. Haldeman

✓ File: - Jim Reynolds
x - Chronl.
x - Follow-up

~~File~~
to Bob Haldeman
FYI - FILE.

January 15, 1962

Dear Mr. Ricksen:

This is just a note to tell you how pleased I was to learn from our mutual friend Stan McCaffrey that you are interested in my candidacy for Governor.

I am particularly grateful for your generous support of our efforts at this early date. We will keep in touch with you as our campaign plans develop.

In the meantime, any suggestions you may have on the decisions I will be making between now and the election will be most welcome.

With every good wish,

Sincerely,
JN

Mr. Marshall Ricksen
Ricksen, Hogan, Snook & Vendt
1003 Central Building
Oakland 12, California

mm

bcc sent to Stan

Ricksen, ~~Wend~~ Marshall
~~MM:bp~~
file McCaffrey, Stanley E.
x - Campaign Contributions (MM) - with carbons & HRH's note
x - x copy
x - Info copy for Bob Haldeman
x - B. Davis - form 112 corres. card (contrib.) + support M/L
(new address)

January 23, 1962

Mrs. William Royer
Redwood Republican Club
1016 Blandford Boulevard
Redwood City, California

Dear Mrs. Royer:

This is to follow up your recent correspondence with Mr. Nixon regarding your kind invitation to him to address the Redwood Republican Club sometime in April. Unhappily, by the time he received your recent letter, his schedule for April was already heavily committed and he will be unable to accept your most cordial invitation for that month.

However, if Mr. Nixon is in the San Mateo area during the coming months, he hopes to have the opportunity of meeting your members.

Again, thank you for your interest and kind invitation.

Sincerely,

H. R. Haldeman

bcc: Ruth Watson - S. F.

January 23, 1962

Mr. Leonard H. Ruppert
Executive Director
New Jersey Republican State Committee
Room 307, Hotel Stacy-Trent
Trenton 8, New Jersey

Dear Mr. Ruppert:

Thanks so much for your letter acquainting us with Thomas Tomeo and making known his willingness to help out in the Nixon-for-Governor campaign.

We certainly have need for someone with his background, and especially in the area which you indicate has been his interest. We are, however, confronted with the very real problems involved in bringing in out-of-state personnel. This, I feel certain, you will readily understand, but certainly does not lessen our need of or appreciation for the offer of assistance.

I am wondering if Mr. Tomeo would be willing to outline a suggested procedure, or the pattern to be followed, in setting up teen-age groups, how they can best be used, methods of guiding them and, in general, the program to be followed. This would be of immeasurable help to us. At the same time, in view of our inability to have him here in person, we would understand this might be a presumptuous request on our part.

Any thoughts you might have would be helpful. Do you suggest we write him direct, or would you prefer to discuss our situation and perhaps let him contact us if he wishes to do so?

Many thanks again for your thoughtful letter, and kind regards.

Sincerely,

H. R. Haldeman

✓ File: Offers

x - R

x - Chron.

January 11, 1962

REFER: Finance - Contrib. Ack.
Rickson, Marshall (\$500.00)

SEE: File - to Loie for standard letter.

~~x - Finance - Contrib. Ack.~~
x - R

Reference: Lower Colo. River Land Use Permit

Letter to RN 12/6/61 from L. John Rymer - et al.
RN's reply - referring to HRH for appt.

File: Camp. Mgr. - RN appt. referrals

x Colorado River Land Use Permit - S & I - T.F.

x R

December 6, 1961

Mr. Thomas E. Ross
Ross Associates
870 Market Street
San Francisco 2, California

Dear Mr. Ross:

Thank you very much for your letter of December 1 regarding the possibility of your participation in the forthcoming Campaign. As I am sure you realize, I had written you in November in order to determine your present status as a result of your communication to Mr. Nixon's office earlier this year.

Your assumption that we are looking for experienced campaigners to devote their entire energies to the forthcoming battle is correct, and that is what I had in mind in writing you. I certainly understand your situation with regard to present commitments which limit your availability in the coming year.

For your information, we do not plan to retain a political management firm for this Campaign and, of course, Whitaker & Baxter would not be available to us in any event because of their assignment on the Christopher Campaign.

We do plan to retain an advertising agency in Northern California to work on a cooperative basis with our agency in Southern California. Since the Southern agency has not yet been selected, it would be too early to discuss plans for the North.

I appreciate your interest and, at the proper time, we will be in touch if it appears that something might be worked out on the basis that you outline.

Thank you very much again for writing and best regards.

Sincerely,

H. R. Haldeman

HRH/jb

*- Call -
File*

SANDRA MILES RESSLER
...for Public Relations on
staff of Nixon for Governor
campaign

4537 Varna Avenue

Sherman Oaks, California

State 95800

Current office until 12/15/61: CR 30470

PROPOSED AREAS OF STAFF ASSISTANCE BY SANDRA M. RESSLER
in the forthcoming Richard M. Nixon for Governor campaign.

ADVERTISING: All phases from copy, brochures, production and printing. Media selection.

PUBLIC RELATIONS: All publicity, public relations, promotional and fund-raising ideas required. Planting and liaison with editors, political and otherwise.

ARTICLES: Magazine, newspaper, etc. On suggested topics; and introduce new topics.

THE MADISON AVENUE APPROACH THEME: "The new image of Dick Nixon is the REAL NIXON!"

ie., bring out the vital, fighting, intense political interest of Nixon. Show him as a no-holds barred sort of man; more savvy than others.

TEN-POINT PLAN: Credo or platform. Urban renewal should be high on this list, as well as civil defense and transportation problems. Perhaps worded such as WHAT HAS BEEN DONE....WHAT SHOULD BE DONE".

WOMEN FOR NIXON: Could be in charge of a movement such as this, irrespective of a woman's other Republican involvement.

SFVALLEY FOR NIXON: AREAS FOR NIXON BY NAME: Organize volunteers and office space, etc. for all designated areas.

FUND-RAISING: Consultation, promotional ideas, solicitation of funds. I already have several big contacts here.

VARIOUS PROFESSIONS, ETC. FOR NIXON: So that lawyers, doctors, press people, etc. can relate to each other in campaign.

YOUNG REPUBLICAN CLUBS FOR NIXON (conversely, YOUNG DEMOCRATS)

RADIO-TV SCRIPTS, PUBLIC SPEAKING, ETC. Writing and the presentation of Nixon's program....special assignments.

VOLUNTEER MOVEMENT: SUPERVISE ALL VOLUNTEERS, ALL PHASES FROM clerical to fund-raising, speaking, arrangements and local publicity.

PUBLICITY IDEAS: Life spread on Nixon and his staff promoting...

THE NEW IMAGE OF DICK NIXON (emphasizing a la Kennedy the rich young talent and enthusiasm behind Dick).... perhaps paralleling my press agency for Nixon with my father's (Who's Who) being press agent for Eleanor Roosevelt for many years, et al.

MAGAZINE ARTICLE: Aimed strictly at women... "CHILDREN IN CALIFORNIA'S GOVERNOR'S MANSION AGAIN...." and ad infinitum.

CONSULTATION AND ADVICE ON ALL PHASES WITH EMPHASIS ON PUBLIC RELATIONS AND PUBLICITY SERVICES:

I propose, brain-storming sessions with top staff once weekly through duration of campaign; once weekly press sessions with Nixon; an emphasis on Nixon's Republican program of finding and stimulating new, young candidates for official life.

My background is among the best in the business, politically, writing, fund-raising, ability to travel...with unlimited enthusiasm and a background of useful knowledge, and a complete fan of Dick Nixon for over twelve years!

Can start out 3 days a week and work up to 5 when needed:
\$35.00 daily; \$750 monthly... which would include take-home assignments and extra work as required.
All newspaper and press affiliations; magnificent social connections; moneyed contacts.

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

SF-1201 (4-60)

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

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

422A PST OCT 29 61 LLD050 0B112

0 SFB138 DL PD AR SAN FRANCISCO CALIF 29 347A PST ✓ A

RICHARD D NIXON, FORMER VICE PRSIDENT OF USA, CARE

POSTMASTER PLS FORWARD

1961 OCT 29 AM 4 16

LOSA

DEAR SIR.; CONCERNING YOUR FORTHCOMING GOVERNOR CAMPAIGN.
I THINK I HAVE A SOLUTION THAT WILL DEFINITELY ELECT YOU GOVERNOR
IF YOU WOULD CARE TO CONTACT ME AT YOUR EARLIEST CONVENIENCE,
I WOULD BE GLAD TO DISCUSS THE MATTER WITH YOU SINCERELY YOURS
DAVID RODRIGUES SR 307 GENEVIEVE AVE PACIFICA CALIF.

Rtr

Bob Halderman

November 20, 1961

Rodrigues, David

Mr. David Rodrigues, Sr.
307 Genevieve Avenue
Pacifica, California

Dear Mr. Rodrigues:

Mr. Nixon has handed me your recent telegram and has asked me to express his appreciation for your interest and offer of assistance in the forthcoming Nixon for Governor Campaign.

Inasmuch as our scheduling will not permit a personal meeting, would you be so kind as to outline in writing your suggestions which you alluded to in your wire. Your letter should be addressed to my attention at this address.

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

Very truly yours,

H. R. Haldeman

Subj: Offers to Help
x - HRH for Action

HK:ss