

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>
62	19	08/14/1962	Memo	Memo from RN to Bob Haldeman. 1 pg.
62	19	07/25/1962	Memo	Memo from RN to Bob Haldeman. 1 pg. Attached to previous.
62	19	05/30/1962	Memo	Memo from Dan Waters to RN. 1 pg. Attached to previous.
62	19	08/30/1962	Memo	Memo from Bob Haldeman to Dan Waters. 1 pg. Attached to previous.
62	19	09/05/1962	Memo	Memo from Bob Haldeman to RN. 1 pg. Attached to previous.
62	19	09/05/1962	Memo	Memo from Bob Haldeman to RN about Reader's Digest Reprints. 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
62	19	08/27/1962	Memo	Memo from RN to Bob Haldeman. 2 pgs.
62	19	09/11/1962	Memo	Memo from Bob Haldeman to RN about Paul Keyes' memo. 1 pg.
62	19	09/11/1962	Memo	Memo from Bob Haldeman to Maurice Stans and Lou Quinn. 1 pg.
62	19	08/24/1962	Memo	Memo from RN to Bob Haldeman. 1 pg. Attached to previous.
62	19	08/23/1962	Memo	Memo from RN to Herb Klein. 1 pg. Attached to previous.
62	19	09/10/1962	Memo	Memo from Bob Haldeman to RN about John Vaugh's UCLA meeting. 1 pg.
62	19	09/14/1962	Memo	Memo from Bob Haldeman to RN. 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
62	19	09/07/1962	Memo	Memo from Bob Haldeman to Herb Kalmbach. 1pg. Attached to previous.
62	19	09/04/1962	Memo	Memo from RN to Bob Haldeman. 1 pg. Attached to previous.
62	19	08/14/1962	Memo	Memo from Rn to Bob Haldeman. 1 pg. Attached to previous.
62	19	09/10/1962	Memo	Memo from RN to Celebrities Committee. 1 pg.
62	19	09/10/1962	Memo	Memo from RN to Bob Haldeman. 1 pg.
62	19	09/10/1962	Memo	Memo from RN to Bob Haldeman. 1 pg.
62	19	09/10/1962	Memo	Memo from RN to Bob Haldeman about Jud Leetham. 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
62	19	09/10/1962	Memo	Memo from RN to Bob Haldeman. 1 pg.
62	19	08/27/1962	Memo	Memo from RN to Bob Haldeman. 1 pg.
62	19	08/28/1962	Memo	Memo from Bob Haldeman to RN. 1 pg.
62	19	08/09/1962	Memo	Memo from Rose Mary Woods to Bob Haldeman about Democrats for Nixon. 1 pg. Attached to previous.
62	19	08/20/1962	Memo	Memo from Bob Haldeman to Ed Selvin. 1 pg. Attached to previous. Duplicate not scanned.
62	19	08/28/1962	Memo	Memo from Bob Haldeman to RN. 1 pg.
62	19	08/23/1962	Memo	Memo from RN to Bob Haldeman. 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
62	19	08/21/1962	Memo	Memo from Rose Mary Woods to Bob Haldeman. 1 pg.

Nixon for Governor

To: Bob Haldeman

Date: August 14, 1962

From: RN

Subject:

Distribution:

I think we should get our Whittier Alumni group from college -- they are all over this state.

Has anything been done? If not, let's get something started.

Wan
 pls. get wk al for RN
 clm set - & have him
 do all organizing of this
 groups. Rose can suggest
 several as starting points
 who give RN report on
 who is handling. I have
 told him you will give him
 the word #

8/16

RN Dan W. will set
 up a report to
 you

Nixon for Governor

To: **Bob Haldeman**

Date: **July 25, 1962**

From: **RN**

Subject:

Distribution: **Bob Reynolds**

Wilt Chamberlain (Negro Basketball player) -- rode on plane with me from Los Angeles to San Francisco on Friday, 20th of July. I think he is a possibility for the Sports Committee. A routine contact would be alright as I don't know for sure.

Handwritten notes:
Walt
C (h B h
Reynolds
Benedict
RN
w/cc to me

Nixon for Governor

To: RN

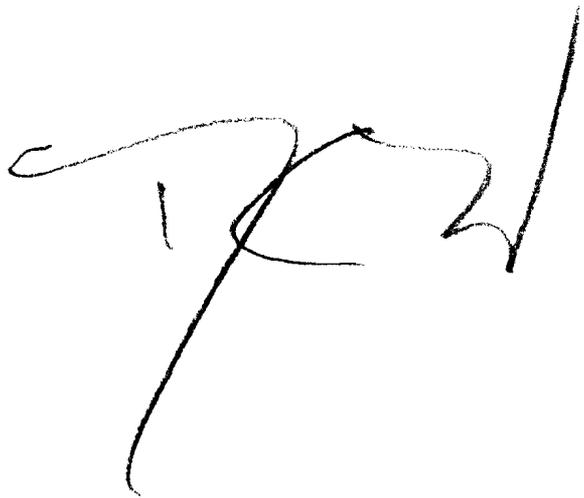
Date: 5/30/62

From: Dan Waters

Subject:

Distribution: Haldeman

- 1) Whittier Alumni For Nixon - Moe Marumoto, Alumni Director, is working on bringing mailing lists up-to-date, getting committee together, etc. Is supposed to have report on this work early next week.
- 2) Wilt Chamberlain, re Sports Committee - Chuck Benedict of Rams talked to Chamberlain several weeks ago. Wilt said he would like to join Sports committee providing the political policies of his business associations are such that he can without getting into trouble. He said he was in process of moving to the Coast and would be back in touch with Chuck. We now have no address on him though we hear he is on the Coast now. Chuck is trying to run him down.
- 3) Trojans For Nixon. Ed Mills and Bill Sangster organized an Orange County group in Primary. Have been trying to run both to earth to get them to expand to statewide. Sangster due back from vacation tomorrow and is to call me.

A large, stylized handwritten signature in black ink, appearing to be 'D. Waters', is written across the lower right portion of the page.

Dan Waters

8-30-62

Bob Haldeman

You were to report to RN direct on the following.

Has it been done?

- 1) Status of organizing Whittier Alumni.
- 2) Contact with Wilt Chamberlain (Negro Basketball player)
re: Sports Committee.

Also, what is the status of Trojans for Nixon?

Has this been expanded, as suggested?

Many thanks.

RN

9-5-62

Bob Haldeman

You have copy of Murray Chotiner's memo
on the Chessman leaflet.

I agree with him in his objections to
this as a campaign piece. I don't think we should do
anything on it in the way of literature.

RM

9-5-62

Bob Maldeman

Reader's Digest Reprints

Al Cole advised us 100,000 reprints of the Caracas chapter were shipped August 31st, compliments of Reader's Digest - and in addition, he has just advised me that although the chapter did not appear in the Spanish edition, he has had it translated with a note on it that it is a translation of material published in the U.S. edition of the Digest. So in addition to the 100,000 reprints, he is also sending 50,000 copies of the Spanish translation.

I have written him today, and am suggesting a letter to Lois to go out over your signature.

Fred Kaffner will follow through on distribution along the lines of our conversation and your subsequent memos.

Nixon for Governor

(5)
file

To: Bob Haldeman

Date: August 27, 1962

From: RN

Subject:

Distribution:

In reading the poll I have several random comments that may be of some use.

In view of our very weak showing among young people I think this underlines the necessity of following my suggestions of getting more young people into campaigns, at least from the standpoint of public knowledge. I think we need pictures of me with Nixonettes, Nixonairs, younger chairmen, etc. whenever possible. Looking back at the primary I think we will have to admit that our emphasis was pretty heavy on the side of those in the upper age brackets. Young people I think react intuitively to candidates who are seen with younger people than they do otherwise. Kennedy used this very effectively in 1960 and there is no reason why Brown should have any advantage over us in the 21 to 30 bracket. In fact, we should actually have more appeal to youth than he should from a personal standpoint.

Klein

One interesting point was that the poll disclosed that a majority of voters thought Lyndon Johnson would hurt Brown if he came in and spoke for him rather than help him. I would suggest that you pass this on to Finch with the idea that Finch would plant it with two or three of the Washington columnists. There is nothing that will needle Johnson more than to have this kind of thing get out. In fact, it will make the story better if some figures are used to back it up. For example, it might be said that 60 percent, or some other percentage, of all voters polled indicated that Johnson would hurt rather than help.

F+
Kl

Dave Hunter's analysis of the results was excellent. I would suggest that a copy of that, on a very limited basis, be passed around among key campaign people who have anything to do with our public relations. I repeat that this must be done on a very restricted basis.

PR
mtg

In terms of pollsmanship the figures on Independent voters are significant. Also, the breakdown as to Southern California is significant. For example, a story might be leaked or put out to the effect that Nixon leads in Southern California and leads substantially among Independent voters giving specific figures. Perhaps the most important revelation of the poll is the breakdown as to what voters might change their minds or are simply leaning toward one candidate or the other rather than actually being for him. It is significant to note that the greatest numbers in these categories are from a geographical standpoint located in the Valley and otherwise they are among Catholics, union members, Democrats and Independents.

F +
Ke

I do not suggest that our major concentration should not continue to be in our area of strength -- the Southern Counties -- I do suggest that we should have these other factors in mind in planning our schedule. One breakdown that I would like to see further information on is with regard to Mexicans. I would be curious to know how they as a group are voting at the present time and particularly what percentage of them are in the might change group.

RN

9-11-62

Bob Haldeman

Paul Keyes' memo to you of 9/10 re: Polls

David Hunter has been instructed to make
available to Paul Keyes the results of any and all polls.

Mr. Maurice Stans
Mr. Lou Quinn

9-11-62

Bob Haldeman

RN feels very strongly that his statement with regard to the CIO-AFL should receive maximum distribution among potential contributors. It is his opinion it will be helpful.

The statement is attached. Would you please let me know what action you take on it?

Thanks.

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

AKL

To: Bob Haldeman

Date: August 24, 1962

From: RN

Subject:

Distribution:

I want to underline again what I believe to be the over-riding importance of getting broad distribution among potential financial contributors of my statement with regard to the CIO-AFL invitation to Brown and to me.

I think this will have a very favorable effect among the potential contributors.

In this regard I am attaching a copy of a memo I wrote to Herb Klein yesterday.

N i x o n f o r G o v e r n o r**To:** Herb Klein**Date:** August 23, 1962**From:** RN**Subject:****Distribution:**

I do not believe that my statement with regard to the AFL-CIO's refusal to invite me to address their Convention was adequately reported.

I would like to have you get that brief excerpt of Brown's statement in which he charged that I was "afraid to appear before the AFL-CIO Convention" and add below it my full statement which was in reply to it. I then would like to have this statement with a brief covering note sent to our key public opinion leaders -- editors of daily papers and columnists of daily papers, etc. throughout the state -- as well as TV columnists and also our key finance and political types. There is a list in the headquarters covering this type of group. The covering note should state only briefly that in view of the fact that this will be a continuing issue throughout the campaign the statements are sent to them for their information.

What I am trying to get across through this mailing is the fact that Brown is a captive of the unions -- that I have refused to take a 100 percent union line -- and that I intend to carry my campaign over the heads of the union political bosses to the members of the unions themselves. I will leave to you the decision as to the make-up of the enclosure and the extent of the mailing.

RN

9-10-62

Bob Haldeman

John Vaughn's UCLA meeting.

John is following up on this group in several ways.

First, those in the group who are not directly connected with or employed by the University are going to form the nucleus of the UCLA Alumni for Nixon, with a mailing planned to the entire Alumni membership.

Second, some of the key individuals within the group are being asked for specific help in their own areas of activity - both fund-raising and organizationally.

Will have more on this in a week or so.

RN

9-14-62

Bob Haldeman

Re:

Your memo of 8/14 re: young workers

and your memo of 9/4 re: follow-ups to RN appearances

Dick Zahn has agreed to take this job on as a special project. These people are being contacted and will be brought into the campaign in the right spots.

9-7-62

to: Herb Kalmbach

- can you put one of the field men on this type of follow-up and contact -- as quickly as possible? *or Bud Zahn!*

- Schedule office can give a run-down of organizations involved - names of people with whom they worked etc.

- pls. let me know who gets this assignment so I can advise RN; also, be sure he reports on contacts made.

- many thanks.

BOB HALDEMAN

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

To: **Bob Haldeman**

Date: **September 4, 1962**

From: **RN**

Subject:

Distribution:

During the primary when we did all those contractors, etc. there must have been some people we should be using as workers. Some of those outfits had some pretty good men.

What has been done with regard to all the people who invited us?

I get back to the Harvard-Stanford, Jr. Barrister groups, etc.

I think it is of critical important for people to scratch their heads and come up with some names and people. We need these workers!

*Bob H:
Just talked to Dick Zahn and he has agreed to take this job on as a special project. Dick makes the point that these guys can't be used to lick envelopes --- he would like an outline of what their capabilities are to be. Dick I've got some ideas on what he's shooting for here --- we should discuss this and reach agreement.
RN*

Nixon for Governor

HR

To: Bob Haldeman

Date: August 14, 1962

From: RN

Subject:

Distribution:

In trying to line up these 100 young men, it seems to me you should go back to the lists of people who attended the Harvard-Stanford dinner, the Junior Barristers Luncheon, etc.

As you will recall, quite a few of those functions were done for the express purpose of lining up young workers.

I want them brought in.

Bill

Please have this done
per earlier requests
they can give you names to contact. But
JC list should also be added.
Put one of the field men on this to
pull the lists together & get
contacts started. Have one
person in each group
handle this within
his group
H

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

To: **Celebrities Committee**

Date: **September 10, 1962**

From: **RN**

Subject:

Distribution: **Maldeman/Farrington**

Joe E. Brown and Tony Martin have both indicated an interest to be used. I assume they are already on our lists.

*9/17
CF - are they?*

INTER-OFFICE MEMORANDUM

Nixon for Governor

To: **Bob Haldeman**
From: **RN**
Subject:
Distribution:

Date: **September 10, 1962**

I was tremendously impressed by the quality of younger women who attended the luncheon your mother planned. I was wondering if you could give me a brief report as to what effect the meeting had in terms of follow-up and their reactions.

9/17
to Betty H
asking for report

Bob Haldeman

September 10, 1962

RN

Jim Bassett suggested that Finney Jackson and Byron Rumford are two possibilities among Negro groups who should be used. I think one is in Alameda and the other in Los Angeles.

9-16-62

To: RN

Finney Jackson is already working for us and has been for several years.

Byron Rumford is the Democratic Assemblyman from Alameda County and hardly one to be helpful to us. I am at a complete loss to understand Bassett's suggestion regarding using him. I have checked this with our Northern California people, and they have assured me that he is about as violently opposed to us as anybody we could find in the State of California.

Bob Haldeman

September 10, 1962

RN

Jud Leetham

Jim Bassett believes that Leetham should be called into a campaign planning session at some time so that he will not be able to say that he hasn't been consulted.

I think this suggestion is worthwhile.

One thing you might want to talk to Leetham about is my suggestion that I would be glad to speak to a big meeting of precinct workers later in the campaign -- perhaps two weeks before the election. This might get him a project which he could undertake and one which would also be helpful to us.

Also, you have to find a way to see that he is covered on the Eisenhower visit. Here, we might want to have some system worked out whereby tickets for the balcony have first priority -- and some of the lower price tickets to the balcony be given to precinct workers as well, of course, as to some of our own top staff people.

9-16-62

To: RN

I have already talked with Leetham and his people several times regarding the precinct workers meeting, and we have also worked out a system for admitting them to the balcony at the Nixon Dinner on October 8th. It may be that it will work out better to make all of the balcony seats free -- giving them all to precinct workers -- and let that take the place of the meeting. We would then stage a big L.A. Rally later in the campaign for the general public, with some sort of priority and recognition for the precinct workers.

INTER-OFFICE MEMORANDUM

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

To: **Bob Haldeman**

Date: **September 10, 1962**

From: **RN**

Subject:

Distribution:

**My recollection is that Brown has no service record.
This veterans' record is one of the most effective
things I have and it means a lot among some people.
I think the setting up of this special Veterans' Committee
for me of my old South Pacific group would be very
effective. Will you follow through and stat that one?**

9/16

To: RN

**You are correct -- Brown does not have a service
record.**

**We are following through and setting up the
Committee.**

Nixon for Governor

To: **Bob Haldeman**

Date: **August 27, 1962**

From: **RN**

Subject:

Distribution:

I think Pat Hitt could well get into this business of the new people -- the new younger people we need.

8/27
RN
"She is
my mother is
working with her"

RN

Bob Haldeman

e/r-
~~Bob Haldeman~~
"M" (Maillard)

8-28-62

As a follow-up to your memorandum and my reply regarding Leone Baxter's statement that the candidate who ran against Maillard's opponent was ready to come out for us, we find this is not what she meant to say, if indeed it is what she did say. He is not ready to come out at this point, although she thinks with proper handling this could be worked out eventually. We are continuing to pursue the matter through her and also through some direct sources in San Francisco which may be productive.

Nixon for Governor

Fite

To: Bob Haldeman
From: Rose Mary Woods
Subject: Democrats for Nixon
Distribution:

Date: August 9, 1962

Reminder of Meeting of August 8, 1962:

RN said whoever is working on the Democrats should talk to Leone Baxter. She says the candidate who ran against Maillard's opponent for Congress is ready to come out for us. Also, he asked whether we had gone carefully over the names of other defeated candidates who might be brought in.

RN
↓
Duck & Stevin are handling

This is Moore's project.

What is needed for him to have a meeting with Democrats -- he said all you need is a half dozen people or so to get this started.

Finch is to set up.

RN wants this meeting sometime between September 4 and September 12.

Nixon for Governor

DW
orig file

To: Ed Slevin

Date: 8-20-62

From: Bob Haldeman

Subject:

Distribution:

~~Do 2-8800~~

Please check with Leone Baxter regarding the candidate who ran against Maillard's opponent for Congress and was defeated. This fellow is, according to Leone, ready to come out for RN.

H.

Bob -

Spoke w. Leone and she said: "No, there must be a mistake - I never mentioned this possibility to B. Haldeman!"

Where do we go from here?

EJS

Ed Slevin

Bob Haldeman

*No. Calif.
Folder*

8-20-62

[Handwritten signature]

**Please check with Leone Baxter
regarding the candidate who ran against Maillard's
opponent for Congress and was defeated. This fellow is,
according to Leone, ready to come out for RN.**

RN

8-28-62

**Bob Haldeman
Frank Luckel and Admiral Decker**

On August 2nd Les Gehres was contacted and asked to get in touch with Frank Luckel. He said he would try to enlist him as a member of his Advisory Committee, and a further follow-up report received just today advises that Frank Thornton is also checking with Luckel. Gehres pointed out what we already knew, that Luckel had been quite active in the Shell program in the primary.

Gehres has told us that he doesn't want to get Admiral Decker into the act for the reason that he is one of the leading Birchers in the county and in the primary was anti-Nixon.

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

To: **Bob Haldeman**

Date: **August 23, 1962**

From: **RN**

Subject:

Distribution:

I am planning to change the character of this meeting on Saturday from a discussion on whether we have television debates to a searching evaluation of our campaign to date and a hard look as to how we can strengthen our organization.

I would like for you to be prepared at sometime during the meeting to take about 30 minutes for the purpose of giving us a round-up of where everything stands.

1. What the campaign organization has done and has accomplished during the summer months following the primary.
2. What we have in the way of a campaign organization now.
3. What progress we are making on all of the various projects.

For example, I want you to touch on campaign literature - distribution of bumper strips, etc., the book project. I also think you should give us a report on our campaign among Democrats, among Mexicans, Negroes and other minority groups and our campaign among the labor organizations. A thorough-going report on the WIN program. An analysis of our program among the 21-to-45 group - men and women.

INTER-OFFICE MEMORANDUM

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

To: **Bob Haldeman**

Date: **August 21, 1962**

From: **Rose Mary Woods**

Subject: **My memo re Conversation with Hans Doe**

Distribution:

I thought you should know RN marked on the last sentence I AGREE. The sentence was: "We should not always move the opposition to the head of the class and leave our proven friends to make the best of it." -- I agree.