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One thing that would be very helpful in keeping up
with our mail is for you to immediately issue instructions
to all members of the campaign staff that under no circumstances
are they to suggest that a letter be written for my signature
to some individual without at least preparing a rough draft
as to what the letter should contain.
NIXON-FOR-GOVERNOR
3908 Wilshire Boulevard
Los Angeles 5

MEMORANDUM

To: All Staff Members
From: Bob Haldeman

In the future, when suggesting a letter or message be written for an RN signature, please attach a draft of what the letter or message should contain.

Under no circumstances will such a request be considered without such a draft. It is imperative every effort be made to assist the mail office to this extent.

As in the past, all such requests should be directed to my office for approval.
Indio & Thermal
Chm.

Elton C. Gebhart
82-519 Atw 56
Thermal
8X9-5408

RN sent his
"grass roots reaction"—

routed to Haldeman, Nasa,
Barbier, Moscow

BOB HALDEMAN
Following a recent conversation you had with Helen Wysong, you asked for a run down on Los Angeles County get-out-the-vote activity.

John Kalmbach has provided the attached report.
MEMORANDUM

TO:       Bob Haldeman
FROM:     RH

May 23, 1962

At the Berkeley Reception one of the women mentioned a "pink" slip
that Shell has been getting out - it is a silly thing - something about my being
soft on communism, etc. They say it has been sent to our headquarters. Another
thing it claims is that I am going to spend all of the summer in Europe, etc.

I would like to see that sheet -- it probably has some good questions
which will come up on the telethon.
Bob Haldeman

RN

News Releases

I want all of the news releases hand-delivered to the TIMES and the HERALD-EXAMINER and any other main papers here in Los Angeles.
Bob Haldeman
Chico and Marysville activity (your 5/16 memo)

I checked on Ed Johnson's report that there is no activity in Marysville and Chico, and find that our organization has been weak in Chico, but has been doing an excellent job in the Marysville area.

I am also assured that the Butte County situation (Chico) has been corrected in recent weeks.

There are seven billboards in Butte County and one in Yuba County.
To: Bob Haldeman  
From: RN  
Subject:  
Distribution:  

Date: May 16, 1962  

Johnson says there is no activity in Marysville and Chico. He was concerned and said there is Shell activity - Shell publicity, etc., but none for Nixon.

Don't we have any billboards in that area? He has not seen any -- nor any bumper stickers.

You better get a hold of Orrick and see whether there was any follow up on my visit there where we had 1000 people.

Note: This is the Ed Johnson that Chad McClellan took him to see at noon today.
I told the Oakland Chairman that you would call him on the finance thing after June. They expected a call last week so if you have not talked with him, please do so.

The reason I want you to call him is Bob Finch tells me he hasn't been able to work it out - just be sure that the Oakland man has been kept informed. Let them know if we are not going to be able to do it as they are holding a hall up there and have set the date already.
May 21, 1962

Dear Bob:

As I am sure you know by now from the State Central Committee, the plans for a series of unity fund-raising activities in the major cities throughout the state shortly after the primary have been dropped. This was necessarily the decision due to the inability to put together a suitable organization and get the program under way soon enough to make it successful. As I am sure you recognize, it would have had to be handled by the State Central Committee since we could not divert the campaign organization at this crucial point in the Primary effort.

I had told George Murphy of your interest in this activity and imagine he has been in touch with you.

The finance people have all agreed that a similar effort in the fall campaign will be much more productive and that is the course to which we are apparently committed at this time.

Best regards.

- WIN WITH NIXON -

M. R. Maldenman

Mr. Bob McKeen
County Chairman - Alameda
405 14th Street
Oakland, California

cc: Mrs. Ruth Watson
Attached is copy of memo from RN, suggesting we get something later than the Esquire article to hand out.

Please follow through on this immediately. Let's get the Monday statement referred to run off and then make it available.

This should be kept in mind -- and kept current.
You asked to be advised whether some of the suggestions posed in Virgil Pinkley's letter were being done.

First, I can certainly say that we are not satisfied with the set-up of the Republican organisation in California.

Second, there is a Young Republican group earnestly at work on the campus of every college and university, but a number of these are totally dedicated to "far rightism" and are not of much value to us. We are, however, organizing "College Students for Nixon" on every campus and Ray Chambers at Redlands is coordinating this program. He is off to a good start, but has a long way to go.

The activity of infiltrating Women's Clubs and of having a Nixon disciple working with the seal of a missionary in each service club in each city is not yet satisfactory. John Vaughn, who is directing the Contact Program from nearly a full-time volunteer level, will be very successful in getting this done for the general election. It is not well enough organised to do much good in the primary.

As you know, the general objective of all our campaign efforts is to provide the maximum number of individuals and groups really working in the doorbell ringing and stamp-licking levels. We have made some excellent strides in this direction and after the primary, assuming we can keep our basic staff intact, I am sure this will be expanded rapidly and far more effectively than has ever been done in this state.
To: Bob Haldeman & Schedule Committee

From: RN

Subject: 

Distribution:

There has to be a priority system in your scheduling in the future. It should not:

1. TV
2. The call on the newspaper -- if friendly.
3. Meeting with the political group (1/2 hour).
4. Anything of the off-beat type.

The meeting, of course, is incidental -- the items listed above are the priority things that should be worked in at all of these spots instead of concentrating exclusively on the meeting. This should be done immediately on all future schedules.
Attached are progress reports and outlines of projected activity for the balance of the primary from key staff members.

I have not prepared a report for myself, nor has Herb Kalmbach submitted one. Our activities cover all phases of the campaign structure, and primarily involve supervision and coordination of all activities which are included in the other reports, as well as specific troubleshooting.

I think the reports from the balance of the key staff members speak for themselves and will provide the information you wanted.

You should note especially the covering memorandum from Dan Waters which points out some of the problems which have arisen in developing the various contact groups.
To: Bob Haldeman  Date: May 3, 1962
From: RN
Subject: Crispus A. Wright
Distribution:

I think the attached suggestions are excellent ideas for the final campaign, but not for the primary.

This is one where you and Chad McClellan should sit down with him and have a good frank chat and say, look how many are there who vote Republican? In the final campaign we are going to give you a "hell" of a push.

Attachment
I think, too, that we ought to have a report from Moscow and his group as to what they are doing and what they are planning with regard to stories they are putting out.
I think, too, that we ought to have a report from Moscow and his group as to what they are doing and what they are planning with regard to stories they are putting out.
I talked to Sam Conti today. He reports the Nixon organization now has three good headquarters locations in Contra Costa County with a very hard working committee composed of very good people.

They are still a little short on literature and materials since they have not raised adequate finances.

The Republican County organization is setting up poll watchers to guard against disqualification of write-ins since in many of the heavy Democratic areas it is customary for Democrats to write-in Republican candidates in the primary. He says he has an excellent precinct organization which will function strongly and we need have no concern about the get-out-the-vote effort.
Bob McKeen of Oakland expressed concern about Contra Costa County. He said that he felt there was need for a lot of work to be done there. We are relying primarily, as you know, on a woman in that area and she has generally impressed me when I have met her. There is, however, a very strong County Chairman, Conti, as you know. It would seem to me that you ought to do some personal checking into the Contra Costa situation and Conti, who is somewhat of a prima donna, might well be taken in on the get-out-the-vote drive and be urged strongly to do everything he can to get out a big Republican vote. I think in this instance a personal call from you to Conti might be in order or whatever else you think is proper.

Richie Smith, the Area Chairman, is a good man but I don't think is a particularly hard driver as far as the campaign is concerned, and you should not rely completely on his evaluation.
I think that you ought to set up, on your own, daily staff meetings with the research and campaign staffs -- certainly with the campaign staffs so you can get daily reports from them on what they are producing in the way of visible campaign progress.

As I told you, I particularly want you to follow up on Carroll Arth’s activities in view of the very disturbing conversation I had up North with Mrs. Qvale who had had no information from our office on what to do or how to do things.

I would like to see at the end of this week or the first of next week from the top executives (eight or ten) of the campaign -- a rundown on what they have done and what they propose to do. I believe the only way you can speed these people up is for you to do with them what I have been trying to do with the research crowd. I think you should have these meetings every day and ride herd on them.
INTER-OFFICE MEMORANDUM

Nixon for Governor

To: Bob Haldeman
From: RN
Date: May 10, 1962
Subject: 
Distribution: 

I think that you ought to set up, on your own, daily staff meetings with the research and campaign staffs -- certainly with the campaign staffs so you can get daily reports from them on what they are producing in the way of visible campaign progress.

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To: Bob Haldeman

From: RN

Subject:

Distribution:

I want a progress report from every member of the campaign staff who is in any kind of an executive position. I have to find out what they are doing and how they are spending their time. It seems to me this is the time they have to get off their fannies and really go to work. This campaign must be stepped up between now and June 5.

The progress reports from all of these people -- the paid people on our staff -- would be very helpful for me to see.
The Sunset YR's have not taken any action on candidate endorsement either through the group as a whole or through the Board of Directors.

It is quite possible, however, that some of the "kooks" in this Club are spreading the report such as the one you picked up from Greenberg.

Basically, as you know, this particular YR Club is oriented to Nixon.
Carl Greenberg said his wife told him a friend of hers told her that after I spoke at the Sunset YR's meeting the other night they had a session and decided to go for Joe Shell.

I would like you to have this checked out right away and give me a report on it.
INTER-OFFICE MEMORANDUM

Nixon for Governor

To: Bob Haldeman
From: RN
Subject: 
Distribution: 

Date: May 10, 1962

I think, too, that we ought to have a report from Moscow and his group as to what they are doing and what they are planning with regard to stories they are putting out.
To:  Job Haldeman
From:  
Subject:  
Distribution:  

Date:  May 11, 1962

would you please let me know what follow-up
was ever made on the lunches -- the McClellan ones.