

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	29	09/26/1962	Memo	H.R. Haldeman to Richard Nixon. Re: Newspaper endorsement program. 6pp. w/ attachments and duplicates.
62	29	07/17/1962	Memo	News Bureau to Richard Nixon. Bcc: H.R. Haldeman. Re: Weekly newspaper endorsements. 5pp. w/ attachments
62	29	06/28/1962	Memo	News Bureau to Richard Nixon. Re: Daily newspaper endorsements. 6pp. w/ attachments
62	29	06/25/1962	Memo	H.R. Haldeman to Al Moscow, Sandy Quinn. Re: RN request immediately for complete analysis of all daily and weekly newspapers in CA, indicating which do and do not endorse him. 1pg.
62	29	n.d.	Report	Endorsement Survey [of Daily and Weekly Newspapers] (By Telephone). 6pp.

RN

9-26-62

Bob Haldeman

Newspaper Endorsement Program

I am sorry about the delay in the report on who is checking on the newspaper endorsement program. I thought I had reported this to you some time ago, but apparently did not.

Fred Haffner is responsible for overall coordination from headquarters.

Herb Kalmbach is riding herd on Southern California County and Community Chairmen, and Jim Halley and Ed Slevin are doing it for Northern California.

We have set up a 3-way card file on all papers in the state to keep a running tally on current status and as a follow-up device on the Chairmen until we get a final report on what each paper is going to do.

Each local Chairman is being instructed to give careful thought to who should make the contact with each paper, bearing in mind the importance of the relationship between the person making the contact and the publisher.

INTER-OFFICE MEMORANDUM

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

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

Date: **September 26, 1962**

I need a report on the project as to who is checking on the newspaper endorsement program of weekly and small dailies. I need a report on this NOW. If no one is working on this I want someone put on it immediately and I want to know who is working on it.

INTER-OFFICE MEMORANDUM

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

To: Bob Haldeman

Date: September 24, 1962

From: RN

Subject:

Distribution:

I refer again to my memorandum of September 10th with regard to newspaper endorsements. It is vitally important that somebody of stature be given this assignment to follow up throughout the state. Will you check on this and give me a report as to how it is being handled.

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

To: **Bob Haldeman**

Date: **September 24, 1962**

From: **RN**

Subject:

Distribution:

I refer again to my memorandum of September 10th with regard to newspaper endorsements. It is vitally important that somebody of stature be given this assignment to follow up throughout the state. Will you check on this and give me a report as to how it is being handled.

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

⑤

MC

To: Bob Haldeman

Date: August 27, 1962

From: RN

Subject:

Distribution:

I want to emphasize again the importance of all of our chairmen making every possible effort to get endorsements from the newspapers in their area. I suggested earlier that you might talk with Murray Chotiner about this situation, but I did not intend for you to have him make the contacts with either the chairmen or the papers. My thought was that he could suggest how such contacts could be made and set up a program for following up on them. This project is of the highest importance and should be assigned to a top staff or a volunteer for constant follow-through. I would like to be kept informed on how this project goes.

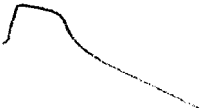
Nixon for Governor

MC
FH

To: Bob Haldeman
From: RN
Subject: Newspaper endorsements
Distribution:

Date: September 10, 1962

Could I have a report when I return from the first swing with regard to what the plans are to get newspaper endorsements underway in the smaller dailies and weeklies. This has got to be a highly organized program in which there is follow-up from a central place north and south. I will, of course, take the responsibility for handling the big metropolitans but the responsibility for the other areas has to be undertaken by our Chairmen and has to be directed and constantly followed up by the campaign headquarters itself.



Nixon for Governor

file

To: RN

Date: July 17, 1962

From: News Bureau

Subject: ~~Weekly Newspaper Endorsements~~

Distribution: bcc: ~~Haldeman~~

Attached is a list of the California weekly papers which endorsed during the Primary. Out of 478 weeklies in the state, 56 endorsed. The indication, however, is that many more will endorse during the General. This list is the result of a questionnaire submitted to Nixon Community Chairmen statewide.

WEEKLY NEWSPAPER ENDORSEMENTS

<u>NEWSPAPER</u>	<u>ENDORSEMENTS</u>
Arcadia Tribune	RN
Bellflower Herald-Enterprise	RN - BROWN
Beverly Hills Citizen (Canoga Park Herald Tribune, Reseda Herald Tribune, Tarzana Herald Tribune, Woodland Hills Herald Tribune, Valley Advertiser, also endorsed RN and Brown - all published by David B. Heyler)	RN - BROWN
Compton Herald American (Entire Herald American group endorsed Brown and Shell. Owner of these papers, Colonel Smith, is a relative of Shell)	BROWN - SHELL
El Monte Press	RN - BROWN
El Segundo Herald	RN
El Segundo South Bay Tribune (Centinela Sunday Press, Hawthorne Advertiser Press, Lawndale Press, also endorsed Brown - all published by David W. Whitebrook)	BROWN
Gardena Valley News	RN - BROWN
Hermosa Beach Review	RN
Hollywood Advertiser	RN
Lakewood Enterprise	BROWN - SHELL
La Puente Valley Journal	RN - BROWN
Lawndale Tribune	BROWN
City Terrace Comet	BROWN
West L.A. Independent	RN
Los Angeles Enterprise	BROWN
Manhattan Beach Messenger	RN
Manhattan Beach News	RN
Montrose Ledger	SHELL
Torrance Press	RN - BROWN
San Marino Tribune	• SHELL
Sierra Madre News (already indicated they will endorse RN in General)	SHELL
Temple City Times	RN

- more -

<u>NEWSPAPER</u>	<u>ENDORSEMENT</u>
The Valley Pioneer (Contra Costa)	SHELL
Clovis Independent (Fresno)	RN
Fresno Guide	SHELL (already indicated they will endorse RN in General)
Times Star (Lake)	RN
Yorba Linda Star	SHELL
Placentia Courier (Orange)	RN
Colfax Record (Placer)	RN
Sierra Sun (Placer)	SHELL
Beaumont News (Riverside)	RN
San Jacinto Register (Riverside)	SHELL
Bay Cities Press (Chula Vista) Star News, Imperial Beach Star, National City Star news (San Diego)	RN
Vista Press (San Diego)	RN
Santa Ynez Valley News (Santa Barbara) -	BROWN
Los Altos News (Santa Clara)	SHELL
Galt Herald weekly (Sacramento)	SHELL (already indicated that they will endorse RN in Gen'l)
Sonoma County Herald	RN
California Jewish Voice	BROWN - SHELL
L'Italo-Americano	BROWN - SHELL
Japanese Town Crier	BROWN
Eastside Sun (Spanish)	BROWN
Mexican American Sun	BROWN
Goleta Gazette Citizen	RN

Both Spanish papers are published by Joseph F. Kovner

LOS ANGELES COUNTY:

TORRANCE HERALD publisher King Williams strongly supports RN, but made no Primary endorsement. Will most likely endorse in the General.

PALISADIAN POST did not openly endorse RN but gave preferred space to our stories. Will most likely endorse RN in General.

VALLEY NEWS AND GREEN SHEET publisher Fern Mendenhall is a good Republican. His paper did not openly endorse in the Primary, but featured RN in write-ups and allotted us good space. Will most likely endorse RN in General.

NORTHRIDGER - although the paper did not openly endorse in the Primary they favored RN in articles and writing. Will most likely endorse RN in General.

FRESNO COUNTY:

THE SANGER HERALD is Republican and will most likely endorse RN in the General.

HUMBOLDT COUNTY:

Although HUMBOLDT DAILY TIMES AND STANDARD did not endorse in the Primary, publisher Don O'Kane is a good friend and will most likely endorse RN in the General.

Although the FERNDALE ENTERPRISE did not endorse in the Primary, the paper will most likely endorse RN in the General.

LAKE COUNTY:

MIDDLETOWN TIMES STAR is Republican and for Nixon. They did not endorse in the Primary but gave RN advantage on space and placement. Will most likely endorse RN in the General.

PLACER COUNTY:

LAKE TAHOE PLACER HERALD did not endorse in the Primary, but Jim Hecht - Manager of the paper - is a strong RN man and is working on our local committee. Good possibility of General Election endorsement.

SAN DIEGO COUNTY:

ESCONDIDO TIMES-ADVOCATE publisher Fred Speers could not endorse in Primary as he was a Republican candidate for the Assembly. He is a strong RN supporter and has given us much local assistance. Will most likely endorse RN in General.

STANISLAUS COUNTY:

OAKDALE LEADER publisher Stan Wakefield did not endorse in the

Primary and was tabbed as a Shell man. Following the Primary Wakefield strongly blasted Shell for his attitude. He will most likely endorse RN in the General.

KINGS COUNTY:

Although the CORCORAN JOURNAL did not make an endorsement in the Primary, recent editorials indicate they will most likely endorse RN in General.

TULARE COUNTY:

Recent editorials in the EXETER SUN indicate possible RN endorsement for General.

Nixon for Governor

Haldeman

To: RN
From: News Bureau (AM)
Subject: DAILY NEWSPAPER ENDORSEMENTS
Distribution:

Date: June 28, 1962

file

The following is a complete (with possible exception of some small northern California papers) list of DAILIES in California, their publishers and their primary endorsements.

Most papers made no endorsements in the primary, as a matter of policy or tradition -

number of newspapers listed	107
number which endorsed RN	24

The news staff will survey the WEEKLIES during this next week, with the hope and intention of having said list on your desk upon your return.

Nixon for Governor

To: RN

From: News Bureau

Subject: DAILY NEWSPAPER ENDORSEMENTS

Distribution:

Date: June 28, 1962

<u>Newspaper</u>	<u>Publisher</u>	<u>Endorsement</u>
Alameda Times Star	William G. Werner	Brown only
Alhambra Post Advocate	Barton Heiligers	No endorsement
Anaheim Bulletin	Lotus H. Loudon, Jr.	Shell only
Antioch Ledger	Dean S. Leshner, Pres.	No endorsement
Bakersfield Californian	Walter Kane	No endorsement
Banning-Beaumont Record-Gazette	Maxwell J. Wihnyk	RN only
Barstow Desert Dispatch	Charles K. Dooley	No endorsement
Berkeley Gazette	George B. Dunscomb	No endorsement
Beverly Hills Citizen	David B. Heyler	RN and Pat Brown
Brawley News	Virgil Pinkley	No endorsement
Burbank Review	Hoyt Cater	No endorsement
Chico Enterprise-Record	A.W. Branwell	RN and Pat Brown
Colton Courier	Charles K. Dooley	RN only
Colusa Sun-Herald	W. G. Brill	No endorsement
Concord Transcript	Clifton H. Moore	No endorsement
Corning Observer	John F. Wood	No endorsement
Culver City Star News	David J. Duncan	No endorsement
El Centro Post-Press	Virgil M. Pinkley	No endorsement
Escondido Times-Advocate	Fred W. Speers, Pres.	No endorsement
Eureka Humboldt Times	Don O'Kane	No endorsement

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<u>Newspaper</u>	<u>Publisher</u>	<u>Endorsement</u>
Fontana Herald-News	Wm. R. Fitzgerald	No endorsement
Fresno Bee	Eleanor McClatchy: Pres.	No endorsement
Garden Grove News	A.M. Tierney	No endorsement
Gilroy Dispatch	George R. Kane	RN and Brown
Glendale News-Press	Carroll W. Parcher	No Endorsement
Grass Valley Union	Robert T. Ingram	Brown and Shell
Hanford Sentinel	Richard M. Tilton	No endorsement
Hayward Review	Floyd L. Sparks	No endorsement
Hollywood Citizen-News	Harlan Palmer, Jr.	RN and Brown
Indio News	Virgil Pinkley	No endorsement
Inglewood News	Edwin W. Dean	No endorsement
Lancaster-Antelope Valley Ledger-Gazette	W.J. Valentine	Shell
Lodi News-Sentinel	Fred Weybret	RN only
Long Beach Press-Telegram	Herman H. Ridder	No endorsement
Los Angeles Herald- Examiner	Franklin S. Payne	No endorsement
Los Angeles Times	Otis Chandler	No endorsement
Los Gatos Times-Observer	George R. Kane	Brown only
Madera Tribune	Dean S. Leshar	No endorsement
Contra Costa Gazette	W.R. Sharkey, Jr.	No endorsement
Marysville Appeal- Democrat	Robert C. Hardie	No endorsement
Merced Sun-Star	Dean S. Leshar	RN only
Modesto Bee	Eleanor McClatchy, Pres	No endorsement
Monrovia News-Post	Warren L. Taylor	No endorsement
Monterey Peninsula Herald	Ellen Griffin	RN and Pat Brown
Napa Register	Philip E. Swift	No endorsement

<u>Newspaper</u>	<u>Publisher</u>	<u>Endorsement</u>
North Hollywood Valley Times	Robert N. Weed	No endorsement
Oakland Tribune	J. R. Knowland	No endorsement
Oceanside Blade-Tribune	Thos.W. Braden	No endorsement
Ontario Report	Mrs. Jerene Appleby Harnish	No endorsement
Orange Coast Daily Pilot	Walter Burroughs	No endorsement
Orange News	C.O. Voigt	No endorsement
Oroville Mercury-Register	Dan L. Beebe	No endorsement
Oxnard Press-Courier	George Grimes	RN only
Palm Springs Desert Sun	Carl W. Schooss	No endorsement
Pasadena Independent Star News	Bernard J.Ridder	No endorsement
Paso Robles Press	Arthur C.Youngberg	No endorsement
Petaluma Argus-Courier	Duncan H. Olmsted	RN and Brown
Pittsburg Post-Dispatch	Mrs. Ted Bishop	No endorsement
Pomona Progress Bulletin	A.T. Richardson Pres	RN only
Porterville Recorder	Graham M. Dean	No endorsement
Red Bluff News	Marion S.Walker	No endorsement
Redding Record-Searchlight	Harry O.Bostwick Jr. Pres	No endorsement
Redlands Facts	Wm. G. Moore	RN only
Redondo Breeze	Rbt. L. Curry	No endorsement
Redwood City Tribune	Raymond L.Spangler	No endorsement
Richmond Independent	Warren Brown, Jr.	No endorsement
Riverside Press-Enterprise	Howard H. Hays	RN only
Roseville Press-Tribune	Frank E. Sevrens	No endorsement
Sacramento Bee	Eleanor McClatchy	No endorsement

<u>Newspaper</u>	<u>Publisher</u>	<u>Endorsement</u>
Sacramento Union	Florence K. Dodge Pres	RN and Brown
Salinas Californian	Francis H. Cislini	No endorsement
San Bernadino Sun-Telegram	James A. Guthrie	No endorsement
San Diego Transcript	Aline Grandier Arbuckle	No endorsement
San Diego Union	James S. Copley	No endorsement
San Diego Tribune	James S. Copley	No endorsement
San Francisco Chronicle	Charles De Young Thieriot	RN and Brown
San Francisco Examiner	Charles Gould	RN and Brown
San Francisco News-Call	J. D. Cortatowsky Pres	RN and Brown
San Gabriel Tribune	G. Gordon Strong Pres	RN and Brown
San Jose Mercury-News	Joseph B. Ridder	RN and Brown
San Leandro News	Carl W. Schoos	Brown only
San Luis Obispo Telegram- Tribune	R. W. Goodell Pres	No endorsement
San Mateo Times	J. Hart Clinton	RN and Brown
San Pedro News Pilot	Bynner Martin	No endorsement
San Rafael Independent Jrnl	Roy A. Brown	RN and Brown
Santa Ana Register	R. C. Hoiles	No endorsement
Santa Barbara News-Press	T. M. Storke	No endorsement
Santa Clara Journal	Paul R. Spindler	Pat Brown and Shell
Santa Cruz Sentinel	Fred McPherson, Jr	No endorsement
Santa Maria Times	Rbt. S. Magee	Shell only
Santa Monica Outlook	Rbt. E. McClure Pres	RN only
Santa Rosa Press Democrat	Mrs. E. L. Finley	No endorsement

<u>Newspaper</u>	<u>Publisher</u>	<u>Endorsement</u>
Sonora Daily-Union-Democrat	Harvey C. McGee	No endorsement
Stockton Record	Irving L. Martin Ross Williams	No endorsement
Sunnyvale Standard Register-Leader	J.C. Houghteling	No endorsement
Taft Midway Driller	Mrs. Eliz. Byers	No endorsement
Tulare Advance Register & Times	Harry Green, Pres	No endorsement
Turlock Journal	Stanley T. Wilson	No endorsement
Ukiah Journal	B.A. Cober	No endorsement
Vallejo Times-Herald	Luther E. Gibson	No endorsement
Ventura Star-Free Press	Roy D. Pinkerton Pres	No endorsement
Visalia Times	Rbt. M. Speidel	No endorsement
Watsonville Register	Harry Green, Pres	No endorsement
Whittier News	Leo L. Owens	No endorsement
Willows Journal	Edwin F. Davis	RN and Brown
Wilmington Press Journal	E.C. Deffenbaugh	Shell
Woodland Democrat	Paul R. and Kenneth E. Leake	Brown and Shell

Washington

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Al Moscow and Sandy Quinn

6-25-62

Bob Haldeman

RN wants immediately a complete analysis of all daily and weekly newspapers in California, indicating which did and which did not endorse him.

He intends to write letters to those who did endorse him, and possibly also to those who did not.

Please be sure this list is complete and accurate, and get it to him as quickly as possible.

AM
file

ENDORSEMENT SURVEY (BY TELEPHONE)

		Endorsement		Ballot	Get out Vote	Comments
CITIZEN NEWS	- Hylar	Yes	Edit. End.	No	Yes	
GARDENA VALLEY NEWS	- Don Algie	No	No	No	Yes	Makes none
SAN BERNADINO SUNDAY TELEGRAM-	James Guthrie	No	No	No	? Probably.	Makes no primary endorsement
VAN NUYS NEWS & GREEN SHEET	- Markham		Never does	-	Probably	Good idea for editorial
SANTA MONICA EVE. OUTLOOK	McClure	Yes	Edit. End.	No	Yes	Ev Ross - ringing doorbells - surprising number for Nixon.

TELEPHONIC REPORT ON WEEKLY PRESS - A. CARLSON

<u>Name of Paper</u>	<u>Publisher &/or Editor</u>	<u>Will Endorse Nixon</u>		<u>Will Use Ballot Editorial</u>	
		<u>Yes</u>	<u>No</u>		
Alhambra Post Advocate	Copley		No	Yes	Republican pro-Nixon. Will do general editorials
Altadenan	Col. Smith, Jr.	Probably		Yes if they endorse	Republican paper
Arcadia Tribune) News) Arcadia Bulletin)	F. Harold Roach	Yes		Yes	Have been running editorials at their own expense for Nixo
Artesia Advocate	Gale Brandon	Pr'bly		Pr'bly	Is pro-Nixon
Artesia News	George Wright				Democratic
Azusa Herald & Pomotropic	James Arkinson	Pr'bly		Yes	Will come out with strong ed- itorial on whom they endorse in June 3 issue
Glendora Press) Azusa Oak Press) Herald Press)	Bert Stolpe	Maybe		Yes	Stolpe strong for Nixon but reports Shell sentiment quite large in his area; believes he can do more in primary by not antagonizing Shell sup- porters
B. Gardens Review) Bell Maywood) Industrial Post) B. Gardens Post) Star)	J. J. Loh	No	No	Yes	Independent paper but weakley Democratic

#2

<u>Name of Paper</u>	<u>Publisher &/or Editor</u>	<u>Will Endorse Nixon</u>		<u>Will Use</u>		<u>Comment</u>
		<u>Yes</u>	<u>No</u>	<u>Ballot</u>	<u>Editorial</u>	
Bellflower Her- ald Enterprise	Maurice Harris		No	No	General	Will endorse Joe Shell because he is old friend but will definitely sup- port Nixon in finals
Bellflower Her- ald American	Larry Mosier		No			Pro-Democratic
Dev Hls Press Rptr) " " Citizen) Wilshire Reporter) Brentwood Citizen) Rancho Park ") W. LA ") W.Holly. Tribune) Parklabrea Rptr)	Al S. Waxman					Strongly Democratic
Dev Hls Times	James Peck					Democratic, but wants to appear independent
Burbank Independent) Foothill ") Glendale ") Grif. Park News) Northwest Leader) Parkside Journal) Los Feliz Hls News) Westlake Post) LA City Press) Wilshire Press)	Gerald T. Deal		No			Mr. Deal says never makes primary endorse- ment for any partisan office; will probably support Republican candidates in finals
Huntington Park Bulletin	William Pfoff					Out of town for several days-editors do not know what action will be taken

#3

<u>Name of Paper</u>	<u>Publisher &/or Editor</u>	<u>Will Endorse Nixon</u>		<u>Will Use</u>		<u>Comment</u>
		<u>Yes</u>	<u>No</u>	<u>Ballot</u>	<u>Editorial</u>	
Claremont Courier	Martin Weinberger					Do not expect to make any primary endorse- ment.
Compton Herald American	S. Smith					Will endorse one Re- publican and one Demo. in primary. Would not reveal whether Rep. would be Shell or Nixon
Highland Pk News) Herald)	Oran W. Asa	Yes	No			Mr. Asa said they will definitely endorse; he was very cautious but intimated it would be Nixon
Highland Pk Journal)						
Eagle Rock Sentinel)						
NE Star Review)						
Lincoln Heights) Bulletin News)						
El Sereno Star)						
Eastside Journal)						
Sunday Green Sheet)						
Pico-Rivera Times) Post)	W. R. Blanc					Will not make any primary endorsements except for non-partisan office
Santa Fe Springs)						
Independent)						
Southgate Press)						
Covina Argus Cit.	Roy Donovan, Sr.					Democratic - may make no endorsements in primary
	Roy Donovan, Jr.					Republican & for Nixon
Culver City Journal	S. Autry					Leans toward Democrats; probably no endorsement
Downey Champion) SE News)	John Dennis	No		Yes		Is strong for Nixon and is plugging editor- ials

#4

<u>Name of Paper</u>	<u>Publisher &/or Editor</u>	<u>Will Endorse Nixon</u>		<u>Will Use</u>		<u>Comment</u>
		<u>Yes</u>	<u>No</u>	<u>Ballot</u>	<u>Editorial</u>	
Downey Herald American	John Bannister					No endorsement - inde- pendent
El Monte Herald (65,000 circ.)	George Phelps					No formal endorsement but will show definite preference for Nixon in editorial; was for Shel originally but repulsed by his mud-slinging campaign
El Monte Press	B. Polizzi					Democrat - no endorse- ment
El Segundo Herald	Mrs. I Newton					Never endorses in prim- ary; friendly to Nixon
Gardena Valley News	Don Algie		No	No		Pro-Democratic
LA Tribune News) Advertiser) Angeles Mesa ") Advertiser)	Chas. Aydelotte		No		No Pr'bly	Only non-partisan of- fices to be endorsed in primary
Van Nuys News & Green Sheet	C.W. Markham					Never endorses in prim- ary but will have edit- orial urging strong turnout of voters

#5

<u>Name of Paper</u>	<u>Publisher &/or Editor</u>	<u>Will Endorse Nixon</u>		<u>Will Use</u>		<u>Comment</u>
		<u>Yes</u>	<u>No</u>	<u>Ballot</u>	<u>Editorial</u>	
Southwest Wave) Southwestern Wave) Southwest Topics) Wave) Gardena Tribune)	Gordon G. Hair					Decision on endorsements will be made Monday, May 28; call Mr. Hair between 11 and 2:30 PM
Canoga Pk Herald) Tribune) Chatsworth Pk ") Northridge ") Reseda ") Tarzana ") Woodland Hls ")	Heyler	Yes		No		Mr. Heyler strongly pro- Nixon; also now owns Hollywood Citizen News
El Segundo-) So. Bay Tribune) Centinela Sunday) Press) Hawthorne Advtr) Press) Hawthorne Tbn) Lawndale Press)	D. W. Whitebrook					Independent - not certain whether they will endorse or not - probably
Belvedere Citizen						Democratic
Cuty Terrace Comet) Eastside Sun) Wyvernwood Chron.)	Joseph Koven					Democratic