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<td>Memo</td>
<td>H.R. Haldeman to Speakers Bureau, Schedule Office, P.R. Office. Re: Instruct all speakers to urge audiences to read Hiss Case article in current Reader's Digest. 1pg.</td>
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<td>H.R. Haldeman to Charles Farrington, Jr. Re: Instructions to forward all requests for Joe Shell as a speaker. 1pg.</td>
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(see below)

Bob Haldeman

Speakers Bureau: Pat Hillings and Lura Eckman
Schedule Office: John Ehrlichman, Nick Ruwe, Beoth Turner.
P.R. Office: Charlie Farrington

This is extremely important.

Will you please be sure that all speakers from now to Election Day, and all those introducing RN at meetings, Rallies etc., and all others who are in a position to speak to large numbers of people, strongly urge their audiences to read the Miss Case article in the current issue of Reader's Digest (November issue).

I am sure you will see the value of getting maximum readership of this excerpt from "Six Crises" which is running at a very opportune time.
October 13, 1962

Dear Mr. Sherrill:

My father had mentioned his conversation with you and that you would be forwarding a copy of your recent speech. It has just been received.

Although I have not had a chance to read the entire text, I have noted the portions you have marked in red and agree that the approach you have used is a good one.

After reading over the balance of your talk, I am going to take the liberty of passing it along to others who I know will be interested in your thoughts and the points you have brought out.

Our thanks for your fine support and help.

WIN WITH NIXON!

H. R. Haldeman

Mr. Fred G. Sherrill
4900 Corona Avenue
Los Angeles, California

Personal
MADAM PRESIDENT, MEMBERS OF THE SOUTH PASADENA WOMEN'S REPUBLICAN CLUB, AND GUESTS:

At the very outset I want to thank you for this opportunity to talk to you. I have some things I want to say. It is my hope that listening to the things I have to say will give each of you a portion, at least, of the satisfaction I feel from the privilege of saying them. I have only one client — the United States of America. In all of my thinking I subordinate everything to my concept of what will best serve that client. Frankly, I am interested in the Republican Party only as it can serve the United States of America.

As we all know, this is an election year. Our Congressman, Glen Lipscomb, one of the best, deserves our support. His opponent was at one time a close neighbor of mine. His opponent's father is a close friend whom I hold in the highest esteem. His opponent's wife's father is also a good friend of mine. Friendship aside, I feel I can best serve the interests of the United States by voting for Mr. Lipscomb.

I shall vote for Mr. Rafferty for State Superintendent of Schools. He knows the history of the United States. He knows about George Washington, John Adams, Thomas Jefferson, Benjamin Franklin, Paul Revere, Alexander Hamilton, Patrick Henry, James Madison, James Monroe, Andrew Jackson, Abraham Lincoln, Grover Cleveland, Theodore Roosevelt, and other great patriots, heroes, and statesmen who founded this country, preserved this country, and made this country the greatest living symbol of human liberty.
on the face of this earth since the beginning of time. Rafferty wants our children and grandchildren to know about these people and what they did. Vote for him.

Just a few words about Tom Coakley, candidate for Attorney General of California. He is a man of ability, but, more importantly, he has a conscience. He was once a Democrat. He left that party while its political fortunes were in the ascendancy because he became convinced that the general overall policies and goals of the Democratic Party were no longer conducive to the best interests of the United States. He is certainly no political opportunist, but, rather, a sincere, dedicated American. He deserves your support.

While I shall vote for the Republican ticket generally, failing to mention other candidates does not mean they are unimportant. I had intended to talk about what I think is wrong with the Republican Party and what might be done to make it a better instrument of government. I have decided, however, that what is wrong with the United States deserves more attention; therefore, I shall talk particularly about international problems and what I conceive to be the relationship of them to the contest for Governor of the State of California.

As a little sidelight, you are, no doubt, all familiar with the story about the automobile sticker "Is Brown Pink?". My answer to that is, No, he is colorless.

Let us go back for a few moments to the Presidential contest of 1960. Governor Brown came to the Democratic convention with all of the California delegates instructed for him. Without ever releasing them, they broke from him -- what contempt that shows for this man by his own party -- and pretty
generally voted for Adlai, a man who has shown himself to be greatly confused since he first appeared on the national stage. You may remember his opening remarks when he accepted the Democratic nomination for the presidency in 1952: "I have prayed to Almighty God to let this cup pass from me, but if it shall not pass from me except that I drink from it, Thy will be done." Shades of St. Matthew, Chapter 26, King James Version.

Then when this native California favorite son was beaten for the nomination, and with the Democrats going all the way with JFK and LBJ, Governor Brown came forward with a solemn pledge to deliver California to the Democrats with a million-vote margin. As you all know, Brown did not even deliver the state, to say nothing of the million votes to spare. This makes me wonder what on earth can cause Kennedy to even think of campaigning in this state for Brown. It cannot be just to beat Richard Nixon. After all, it is recorded that Kennedy did that; he's the champ. Why should he want to cheapen and downgrade his own success by having Brown do what Brown couldn't even help Kennedy do?

It is my judgment that President Kennedy is not concerned about Brown or Nixon. I think he is concerned with no one but JFK. If Brown wins with the Kennedy support, it will not be a Brown victory alone. Such an outcome, as sure as the sun will rise, will be proclaimed all over the country, all over the world, as a great and ringing endorsement for Kennedy. I do not feel that Kennedy deserves this. I am convinced that contrary action is essential to the point of being fundamental in the preservation of the liberty and integrity of the United States as well as all the world that looks to this country to protect human freedom where it exists and to recapture it where it has been lost.
I will try to tell you why I feel this way. We have been told, as FDR would say, again and again and again that Mr. Kennedy is a most accomplished student of history, a great reader, probably the most erudite of all of our presidents. In Mr. Kennedy's acceptance address at the Democratic convention in 1960 he observed that Richard Nixon was no more fit to be President of the United States than Richard I was to follow in the footsteps of the bold Henry II. Here we go -- that poor, benighted upstart from Whittier, California, gets his comeuppance from the enlightened halls of Harvard. Those who knew no better, and I fear there are far too many of them chuckled with glee at this quip. Those who did know better, and there are some, looked at each other in wonder and astonishment.

Henry II's principal claim to fame is that he instigated the murder of Thomas Becket, the Archbishop of Canterbury. I have been wondering if this is what made him a bold character, according to Mr. Kennedy.

To complete this play on words we need to take a look at the alleged unfit Richard I. This is Richard the Lion Hearted. I call Sir Winston Churchill as my witness. He has this to say of him: "Men saw in Richard the Lion Hearted a magnanimity which added luster to his military renown. Richard is one of the most fascinating medieval figures, the creature and embodiment of the age of chivalry. His memory has always stirred England's hearts, and seems to present throughout the centuries the pattern of the fighting man. He died in his forty-second year of age on April 6, 1199, worthy by the consent of all men to sit with King Arthur and Roland and other heroes of martial romance at some eternal round table which we trust the Creator of the Universe in His comprehension will not have forgotten to provide." So says Sir Winston. It would appear that this intellectual giant
in the White House is educated beyond his ability to learn and like all such, throws out glib phrases with complete disregard of any factual matter which might be in the background.

In his acceptance speech Mr. Kennedy said, "Can a nation organized and governed such as ours endure?" In his first message to the Congress on January 30 he said, "Before my term has ended we shall have to test anew whether a nation organized and governed such as ours can endure. The outcome is by no means certain." There seems to be a fixed doubt in Mr. Kennedy's mind about our ability to live. In the same message of January 30 he gave this reassurance as to his own doubt, "We have no greater asset than the willingness of a free and determined people to face all problems frankly and meet all dangers free from panic or fear."

The latter part of April in Chicago -- this seems utterly incredible, but I am quoting from the same man who then says, "Our greatest adversary is not the Russians. It is our own unwillingness to do what needs to be done." May I ask just what does this man believe? The Chicago statement should raise some questions in Mr. Kennedy's mind about himself, for is he not the product of a people who, according to his own appraisal, will not do their duty by their country? About five weeks later we hear this from Mr. Kennedy, "No demonstration could mean so much as the support which you, the American people, have given so generously to our country." It is no wonder that I am confused and that even his own supporters have difficulty explaining Mr. Kennedy other than as a master of words. Let's credit him with rhetorical eloquence and forget the claims of erudition.

Just to support my feeling that he's just talking and doesn't know what he's talking about, this is found in his State of the Union message in
January, 1962: "At times our goal has been obscured by crises or endangered by conflict, but it draws its sustenance from five basic sources of strength:

The moral and physical strength of the United States;
The united strength of the Atlantic Community;
The regional strength of our Hemispheric relations;
The creative strength of our efforts in the new and developing nations; and
The peace-keeping strength of the United Nations."

Just spend a little time reflecting over these sources of strength. I'll go for the first two with the understanding that it takes positive and vigorous leadership to produce the fruit from the moral and physical strength of the United States and it takes less abuse of our friends to keep the strength of the Atlantic Community; to put the other three on a parity with the first two is fantastic to the point of being utterly ridiculous! We have a case coming up very shortly with Portugal, one of the members of the Atlantic Community, having to do with the renewal of our base facilities on the Azores. When we think about this, or at least when I think about it, I can't help but reflect over the rough treatment given Portugal in Goa and seemingly being contemplated in Angola.

While we are in Africa let's take a brief look at the Congo. Now that we have approved the U. N. bond purchase, even with the restraints on the use of the money which the Congress imposed, I think we can expect a renewed effort to exterminate Tshombe and an independent, friendly Katanga. Then the best we can hope for is a neutral tyranny moving towards Communism.

Then there's Algiers, whose independence we greeted with cheers, already moving in the same direction. Then there is Laos, a real neutral?
Our forces have retired from the scene, but the Communist forces have not. Precisely the same thing took place in Iran following the war. The United States, Great Britain, and the Soviet Union all agreed to have their troops out of Iran by the second of March, 1946. All were out except the Soviet Union. We had to show a threat of force to get them out. It appears no one in the government of the United States is expected to learn anything from past experiences. While our officials make history, they obviously do not read it. Confucius suggested that you should "Study the past if you would divine the future." Maybe Santayana is more to the point: "Those who do not remember the past are condemned to repeat it."

Just a brief note on Berlin, wall and all. Mr. Kennedy expressed the desire that "in the conversations and negotiations which we hope to have with the Soviet Union assurances will be given which will permit us to continue to exercise the rights we now have in West Berlin as the result of the existing four-power agreement and will permit free access in and out of the city." Well, for heaven's sake! It seems to me I have heard a remark that goes something like this: "Fool me once and it is your fault; fool me twice and it's my fault." How can we possibly expect the same agreement which has been broken time and time again to be honored just because we have another conference?

I want to take a look at Cuba, but, honestly, I hardly know where to begin. As I am trying to show a compelling reason why one should not endorse Kennedy by voting for Brown, I will start with some remarks from our rhetorical genius, the President of the United States, and I am quoting: "Let the record show that our restraint is not inexhaustible x x x If the nations of this hemisphere should fail to meet their commitments against
outside penetration, then I want it clearly understood that this government will not hesitate in meeting its primary obligations, which are to the security of our nation x x x. Cuba must not be abandoned to the Communists, and we do not intend to abandon it either x x x The American people are not complacent about Iron Curtain tanks and planes less than ninety miles from their shores, but a nation of Cuba's size is less a threat to our survival than it is a base for subverting the survival of other free nations throughout the hemisphere x x x It is for their sake, as well as our own, that we must show our will. The evidence is clear and the hour is late x x x No greater task faces this nation or this hemisphere. No other challenge is more deserving of our every effort and energy x x x. Let me then make clear as President of the United States, I am determined upon our system's survival and success, regardless of the cost and regardless of the peril." Isn't that wonderful? Doesn't that make your blood tingle and your heart throb? It did mine. I thought, can it be that America has a Churchill? Now we know the answer is no~ These words were uttered April 20, 1961, not even April 20, 1962, much less September 13, 1962. Words, words, words! "Words are like leaves, and where they most abound, much fruit or sense is rarely found."

Poor old Alexander Pope thought he had something when he put this line together. On September 13, 1962, we were told by the same man, as to the shipments from the Soviet Union, "These new shipments do not constitute a serious threat to any other part of the hemisphere x x x. If at any time the Communist buildup in Cuba were to endanger or interfere with our security in any way, including our base at Guantanamo, our passage to the Panama Canal, our missile and space activities at Cape Canaveral, or the lives of American
citizens in this country, or if Cuba should ever attempt to export its aggressive purposes by force or threat of force against any nation in this hemisphere, or become an offensive military base of significant capacity for the Soviet Union, then this country will do whatever must be done to protect its security and that of its allies x x x. In the meantime we intend to do everything within our power to prevent such a threat from coming into existence."

Let me pause at this point, having been reassured by the President that "these new shipments do not constitute a serious threat" and ask in deadly seriousness, How can such "a threat come into existence" if we "do everything within our power to prevent" it? This is no academic question far removed from reality. This is a most pertinent question suggested only by the words of the President himself. I will not undertake to answer the question, but I will say that I am wholly unimpressed by the recent remarks of the Secretary of State that the weapons from the Soviet Union are purely defensive weapons. Utter nonsense! Please, Mr. Secretary, what peculiar characteristic does one pistol have which makes it a defensive weapon against a peculiar characteristic of another pistol which makes it an offensive weapon? What are the peculiar characteristics found in two rifles, one a defensive weapon, the other an offensive weapon? What are the defensive characteristics of a hand grenade and an airborne missile that distinguish them from offensive weapons?

As a young man I was told never to underestimate human intelligence. It appears that the people in Washington have overlooked this rule of conduct. Just how stupid are we supposed to be? Let us not ignore the fact that an attack on our naval base at Guantanamo would be an offensive operation and
thus seemingly precluded because, according to Mr. Rusk, they have no
offensive weapons. Yet it is listed by the President as one of the acts which
would cause this country to "do whatever must be done."

Returning to the September 13 statement, the President says, "With
this in mind, I recognize that rash talk is cheap, particularly on the part
of those who did not have the responsibility. I would hope x x x that the
American people, defending as we do so much of the free world, will in this
nuclear age, as they have in the past, keep their nerve and their head."

Mr. Kennedy has been quoted as saying, "Roosevelt got most of his
ideas from talking with people. I get most of mine from reading." I do
hope he will reread his speech to the American Society of Newspaper Editors
on April 20, 1961, from which I quoted. There are some splendid ideas in
it. I hope he will reread at once his statement of September 13, 1962,
wherein it is stated, "We intend to do everything within our power to
prevent such a threat from coming into existence", and impose as a starter
a naval and air blockade on this festering cancer which even now, in my
judgment, does threaten to contaminate and infect the entire Western
Hemisphere. "Of all sad words of tongue or pen, the saddest are these,
'It might have been'." Must we learn again that "A little fire is quickly
trodden out; which, being suffered, rivers cannot quench" and the comment,
"Rash talk is cheap, particularly on the part of those who did not have the
responsibility." Who knows this better than Kennedy himself, who advocated
during the 1960 campaign the training of Cuban refugees and then let the
child of his own brain perish at the Bay of Pigs in April of 1961. "Upon
the plains of hesitation bleach the bones of untold millions who, upon the dawn
of victory sat down to wait and waiting died." To stand in support of action
taken in the foreign field by the President of the United States is desirable almost, if not in fact, to the point of being mandatory. To stand idly and silently by in an atmosphere of inaction is something quite different. In fact, it constitutes a self-imposed abridgement on your duty to your country.

As we go about our day to day responsibilities we should keep constantly in mind that Mr. Kennedy seeks an endorsement of his handling of international problems through the election of Brown. I feel this endorsement should be denied. This is done by voting for Nixon. Thus will you do your part to reject those who seemingly do not yet know that we have a deadly enemy; that a nation must stand up for its rights or surely lose them; that the prizes of this world and the power of this world must go to those who value them and who will make the effort to secure them and preserve them; that there is no greater prize than liberty and no more glorious use for power than to preserve the liberty of mankind; that when we go down into the turbulent arena of human affairs that it will be with a will of iron and not with dreams that we shall settle the issues of our time; that permanent alliances involve an innocent participant in the troubles of another, or such arrangements as the Organization of American States impose restraints in the meeting of the responsibilities to mankind.

The scenes change, the tools change, but human nature is immutable. Please believe that victory in this war depends more on the head and the heart than it does on the hand. All the military force in the world without the will to use it is worthless. Our material strength is as great or greater than ever, yet we seem to waver in the great winds that sweep the world and grope about as if we had lost our way. It is only through strength that peace can be found -- strength of will, strength
of character, strength of purpose, strength in the belief in ourselves
and in the spiritual values that have been part and parcel of our national
life. Weakness, irresolution, expediency, vacillation, compromise,
sacrifice of principle lead to certain war and destruction. This seems
to me to be the failure of the Twentieth Century.

Twice before in my lifetime have we walked down the road on which
we are now embarked. Under the guidance of peace lovers Woodrow Wilson and
Franklin Roosevelt this country followed the path to certain war. We must
repudiate the successor of these two men before we get so far down the road
to war that there is no other recourse. These people never learned a very,
very simple rule: "If you want peace, the thing you have got to do is just
to show you're up to fighting too." Wilson didn't show it; FDR didn't show
it; John F. Kennedy is not showing it. We have three other presidents who
did show that they were up to fighting too. Of course, they were "war
mongers" and not peace seekers -- Andrew Jackson, Grover Cleveland, and
Theodore Roosevelt. Yet each one was President of the United States for
eight years and not a shot was fired in anger during the term of any one
of the three.

This man Kennedy must be repudiated. The earliest opportunity for
the people to act is on Election Day in November.
Attached is copy of Al Moscow's memo regarding Vince Pollard's request, and also copy of Lura Eckman's letter to him.

Lura said she spoke with him on the telephone this morning and explained we would be glad to supply a speaker, but that it would be impossible to get DDE.

Pollard then started listing off others he wanted - Goldwater, Hatfield, Judd etc.

Lura feels, and I agree, that someone should take over at this point with Pollard. Would you please give him a call and say that we cannot be active in bringing in out of state speakers, and explain our general policy in this connection?

Many thanks.
All requests received for Joe Shell as a speaker should be referred to me for personal handling.
Dear Pat -

Thanks very much for your report on the Speakers' Bureau.

It sounds to me like you're making real progress. There are always problems, but you seem to be working things out very well.

Many thanks.
Progress Report on Speakers' Bureau - Southern California

Speakers' Bureau activities are now in gear. We are receiving increasing number of requests and I believe we have a capable group of volunteer speakers. A week ago last Saturday we conducted a Speakers' Seminar which was most successful and we are now supplying our people with information which can be used in conjunction with the Speakers' Manual. For example, we are asking all of them to "pour it on" with the CDC and information to back up our allegations has been prepared. I am giving personal attention to the problem of selecting the right speaker for the right forum and we have also asked all Committee Chairman to suggest any special forums, political or non-political, where we might angle invitations.

This week we hope to complete arrangements to supply advance press releases to local papers in the area where our speakers will appear which will contain the particular line on points we would like to make. We would like to do this as a routine procedure with a specific line of attack to be utilized each week, recognizing that most of the local papers we are dealing with are weeklies or semi-weeklies. A PR volunteer with a newsmen's experience has been asked to do the job for us and I believe his services will be nailed down by tomorrow.

Biggest problem continues to be the lack of 'name' speakers. We have so few office holders and no one in State Government, and our problem is especially difficult. Bob Reynolds, Chairman of the Sportsmen's Committee, has given us the names of sports figures who will appear to speak briefly on Dick's behalf.
We are still having difficulty in obtaining personalities from the entertainment world and we have not been able to work out a satisfactory arrangement to utilize these people, although I have been contacting personally those personalities who have told me of their desire to be of more help.

Special thanks to Chotiner and Lasky and others who periodically pass on ideas. My instructions to all speakers is to hit Brown at every opportunity and to keep on the attack except at service clubs or non-political meetings where we attempt to stress the problems now facing us and the need for better leadership.

Our staff continues to consist of three volunteers, Mrs. Lura Eckman, who serves as Executive Assistant, and her secretary Mrs. Taylor, and me.

PH:em
June 28, 1962

Mr. John Cole  
Loeb and Loeb  
523 West Sixth Street  
Los Angeles 17, California

Dear Mr. Cole:

It has come to my attention that you are not only a strong Nixon supporter but also an excellent speaker and might be willing to join the Nixon for Governor Speakers Bureau.

I am, therefore, taking the liberty of enclosing a biographical questionnaire which I would appreciate having you complete and return at your earliest convenience so that we can put you to work.

WIN WITH NIXON!

Charles Farrington, Jr.

CC: Bob Haldeman
Harry Keaton tells me that John Cole
at his law firm, Loeb & Loeb, is an excellent speaker
and wants to work.
The manager of my apartment building (Mrs. Sylvia Levi) said that her sister was active on our Speakers' Bureau in 1960 and that she is anxious and willing to help out this time. She is:

Myrtle Gross
510 South Burnside
(She is with the American Red Cross)

Would you please have the proper person contact her?

Thanks.
Dick Kunishima of MA 2-8231 (you will remember he is the Japanese friend of the Boss) called some time ago to ask whether the Boss had outlined a platform. If so, he wondered if some were available for people such as himself who are trying to talk for the Boss. He wants to be able to answer questions that come up at these meetings.

The questions which he mentioned having been asked were on the education program, senior citizens, social security, etc. He said people mention in meetings that RN said in 1960 he had a good program on these issues.

He felt that economy in the school program without hindering the opportunity for education seemed to be uppermost in people's minds. People are complaining about the large numbers of books that have been declared obsolete before they have been used. Their question is, if these books are not going to last longer why buy the extra ones to keep in storage?

Another department people complain about is the Motor Vehicle Department. The complaints seem to be that people have to wait in line while the employees just stand around and chat with each other.

RMW:ma
Eve -

Would you pls. ck. CF re: Walter Schmid and the needed Speakers Bureau material? He should either call or drop him a note -- if he has not already done so -- advising him of status of Manual. Many tnx.

DW 3/20/62
March 15, 1962

Mr. Walter R. Schmid
9761 Beverly Lane
Garden Grove, California

Dear Mr. Schmid:

Bob Haldeman has passed along to me your interest in obtaining the necessary material for the members of your Speakers Bureau, and I am writing merely to inform you that a standard Speakers Manual for the campaign is now in preparation and will be distributed to each County as soon as it is off the press.

Because a complete discussion of the various issues to be incorporated into this document requires extremely careful research and coordination with the Candidate's stated position, considerable time is required for the complete compilation; however, if you will bear with us a few weeks longer, we should have sufficient material to get your people started.

With kindest regards, I am

Sincerely,
Schmid =
Material for
Speaker's bureau

BOB HALDEMAN
CR

Dudley Haky

recommended to Harrington
by NRW — see CF file
Douglas Tahy

re Speakers Bureau

see P.R. Memo to CF