## Richard Nixon Presidential Library White House Special Files Collection Folder List

| Box Number | Folder Number | <b>Document Date</b> | <b>Document Type</b> | <b>Document Description</b>                                                                                                                                |
|------------|---------------|----------------------|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 62         | 38            | 08/27/1962           | Memo                 | Richard Nixon to H.R. Haldeman. Re:<br>Paperback project. 1pg.                                                                                             |
| 62         | 38            | 08/15/1962           | Memo                 | H.R. Haldeman to Betty Haldeman. Re:<br>Advising active distribution of paper back to<br>colleges, young people, Jewish groups,<br>discussion groups. 1pg. |
| 62         | 38            | 08/15/1962           | Memo                 | Richard Nixon to H.R. Haldeman. Re: Selling the paper back for no more than 60 cents. 1pg.                                                                 |
| 62         | 38            | 08/02/1962           | Memo                 | Richard Nixon to H.R. Haldeman. Re:<br>Machine-signing paper back book. 1pg.                                                                               |
| 62         | 38            | 08/13/1962           | Memo                 | No sender/recipient information. Re: Paperback autographs. 1pg.                                                                                            |
| 62         | 38            | 07/24/1962           | Memo                 | H.R. Haldeman to RHF. Re: "Six Crises" Paperback edition. 1pg.                                                                                             |

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|-------------------|---------------|----------------------|----------------------|-------------------------------------------------------------------------------|
| 62                | 38            | 07/24/1962           | Memo                 | H.R. Haldeman to Charlie Farrington. Re: "Six Crises" paperback edition. 1pg. |
| 62                | 38            | 08/12/1962           | Memo                 | No sender/recipient information. Re:<br>Paperback autographs. 1pg.            |

## INTER-OFFICE MEMORANDUM

## Nixon for Governor

To:

Bob Haldeman

From:

RN

Subject:

Distribution:

Parentock Southinger!

Date:

August 27, 1962

How is the paper back project going?

The factor of the state of the

Mrs. Betty Haldeman Bob Haldeman

Six

As soon as someone takes on the book project,
they should work on getting maximum distribution in
colleges and among young people. The book seems to have
a strong effect on those in this group who have read it.

It should also get maximum distribution in Jewish areas, where it has had the same effect.

The program should also include an all-out effort to get the book into the hands of discussion groups and influential organizations - the Ebell Club types.

-J ----

·**\*** 

Bob Haldeman

RN

August 15, 1962

I do not under any circumstances want the book sold for more than 60¢ unless it does have a special cover of some sort because then it looks like we are selling my

60¢. I even would like to sell it for 50¢ -- Jack is checking

autograph. Under no circumstances shall it be more than

into this and will let me know.

INTER-OFFICE MEMORANDUM

## Nixon for Governor

To:

Bob Haldeman

August 2, 1962

Date:

From:

RN

Subject:

Paperback book

Distribution:

The paperback book can be signed by the machine and this might be the gimmick that will make them sell for \$1.00.

More of the more was the stand of the stand

8-13-62

re: Paperback autographs

Bette Davis has finished the trial run of 100....

results: 120 - 125 per hour (against 325 per hr. on regular single sheet runs)

- best price would be 5¢ per copy up to 10,000 --- and 4¢ per copy anything over 10,000.
- also -- she would want them in quantities -- rather than piecemeal -- price is based on getting them in big lots.

---- she called back later...

had been experimenting -- with signature on back of cover -- which is much waitest easier and quicker...hence can give you price of 4¢ per copy up to 10,000 and 3¢ ea. anything over 10,000.

- mentioned that it actually looks better on back of front cover -- paper holds better - shows up more.

RHF

Bob Haldeman

"Six Crises" Paper-back Edition

Do you have any ideas on how best to program this into the fall campaign? I'm also referring it to our P.R. group to see what suggestions they develop.

Charlie Farrington

Bob Haldeman

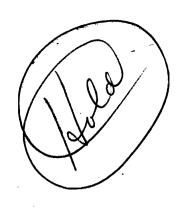
"Six Crises" paper-back edition

Plans should be made immediately for use of the paper-back edition of "Six Crises". Adela Rogers and others have suggested it be used extensively along the lines Kennedy used his "Profiles of Courage in the '60 campaign.

This is a project that needs to be outlined immediately - and implemented. Please let me have your thoughts on how best it can be programmed into the fall campaign.

Also, please be sure it is on the agenda for the next P.R. Committee Meeting. Incidentally, it might be a good idea to try to get this group together next week.

Monday and Tuesday are clear on my calendar for a luncheon meeting. In lieu of a meeting, I definitely think we should get their opinions.



8-13-62

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