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<td>Letter</td>
<td>A.L. Cole to H.R. Haldeman. Re: Thanks for reprints of Caracas chapter of &quot;Six Crises.&quot; 3pp. w/ attachments</td>
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When the Reds Mobbed Nixon in Latin America

By Richard M. Nixon
Listed below is detailed report on distribution of the 100,000 reprints:

10,000 Fresno County Fair
5,000 Ventura County Fair
5,000 Reserved - for distribution at special events - Canoga Park Frontier Days, San Diego Fiesta, Azusa Diamond Jubilee.
Supplemental list of smaller events also on hand for distribution of balance, if any.

20,000 Distributed by 10 Northern California field men to Nixon Coffee Hour Chairman in 18 major counties.

9,000 Distributed to Southern California Coffee Hour Chairman.

20,000 Distributed to Nixon Democrat Chairman throughout state for door-to-door use and for special mailings in certain areas where subject matter would be helpful, particularly with people of European ties.

1,000 State Headquarters and staff distribution.

20,000 50 to 75 copies sent to all Nixon Headquarters in state, plus most Republican Headquarters in state.

10,000 Door-to-door distribution in mail boxes in Catholic districts of San Francisco.

The Spanish language edition has not been received as yet. Follow-up telegram has been sent.
To: Bob Haldeman

From: Fred Haffner

Subject: Reader's Digest Reprints Distribution.

Distribution:

(English language edition--100,000 received)

10,000 Fresno County Fair
5,000 Ventura County Fair
5,000 reserved for distribution at special events--Canoga Park Frontier Days, San Diego Fiesta, Catalina Island Festival, Duarte Fiestas, Azusa Diamond Jubilee. If we do not complete distribution at these events we have a supplemental list of smaller events that could be utilized.

20,000 distributed by 10 northern California field-men to Nixon Coffee hour chairwomen in 18 major counties.

9,000 distributed to Southern California coffee hour chairwomen.

20,000 distributed to Nixon Democrat Chairmen throughout the state for door-to-door use and for special mailings in certain areas where the subject matter would be helpful in soft-sell campaigning--particularly with people of European ties.

1,000 State headquarters and staff distribution.

20,000 50 to 75 copies sent to all Nixon headquarters in state plus most Republican headquarters in state.

10,000 door to door distribution in mail boxes in Catholic districts of San Francisco.

As of October 8th the Spanish language edition was not shipped--a third follow-up telegram was sent on October 9th--no reply as of today (10th)
September 5, 1962

Dear Mr. Cole:

Our sincere thanks for making the 100,000 reprints of the Caracas Chapter of "Six Crises" available to us. We are especially appreciative of the 50,000 copies of the Spanish translation which you have also arranged to send us.

I can assure you these reprints will have wide and effective distribution, and we hope they will, as you have suggested, prove to be good publicity for the Digest. We know they will be a real asset to Dick Nixon's campaign.

Our thanks again for your prompt and generous reaction to our request. You and the Digest are helping California -

WIN WITH NIXON!

H. R. Haldeman

Mr. A. L. Cole
Vice President and General Manager
Reader's Digest
Pleasantville, New York
An RN letter should go out promptly to
Al Cole, Reader's Digest. Suggested draft is attached,
together with copy of my letter to him and my memo to
RN.

Many thanks.
Dear Mr. Cole:

Our sincere thanks for making the reprints of the Caracas Chapter available to us. We are especially appreciative of the 50,000 copies of the Spanish translation which you are also sending. I can assure you these reprints will have wide and effective distribution which I hope, as you have suggested, will provide good publicity for the Digest as well as be the real asset we know they will be to Dick Nixon's campaign.

We are exceedingly grateful for your prompt and generous reaction to our request. You and the Digest are helping California -

WIN WITH NIXON!
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 Haffner will follow through on distribution along the lines of our conversation and your subsequent memos.
August 24, 1962

Dear Mr. Cole:

We are wondering if there is a possibility of securing the Spanish language version of the Caracas Chapter of "Six Crises".

We have conducted extensive research and feel that this particular piece would be especially effective with this block of normally Democratic voters. It could be a real help in one of the areas where we are applying special effort, and I am sure we could easily use 50,000 copies.

I will appreciate very much hearing from you, and many thanks for your help.

Kind regards.

Sincerely,

H. R. Haldeman

Mr. A. L. Cole
Vice President and General Manager
Reader's Digest
Pleasantville, New York
To: Bob Haldeman
From: RN
Subject: Reader's Digest Article on Caracas in Spanish
Distribution:

Date: August 22, 1962

Please check the possibility of getting -- say 50,000 of the Reader's Digest article in Spanish -- the article on Caracas -- that one for circulation in the Mexican community.

I think that my conversations with the Mexicans today indicate to me that that would be very effective.

You might get an additional 50,000 and throw them into the Mexican-Spanish areas.