

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	39	n.d.	Newspaper	Reader's Digest Reprint. "When the Reds Mobbed Nixon in Latin America" by Richard M. Nixon. (Condensed from Six Crises.) [Only cover scanned.]
62	39	10/12/1962	Memo	H.R. Haldeman to Richard Nixon. Re: Distribution - Reader's Digest Reprints. 2pp. w/ attachments.
62	39	09/05/1962	Letter	A.L. Cole to H.R. Haldeman. Re: Thanks for reprints of Caracas chapter of "Six Crises." 3pp. w/ attachments
62	39	09/05/1962	Memo	H.R. Haldeman to Richard Nixon. Re: Reader's Digest Reprints. 1pg.
62	39	08/24/1962	Letter	H.R. Haldeman to A.L. Cole. Re: Securing a Spanish language version of Caracas chapter of "Six Crises." 2pp. w/ attachments

*A* Reader's Digest

REPRINT

When the Reds Mobbed  
Nixon in Latin America

By RICHARD M. NIXON



THE READER'S DIGEST • PLEASANTVILLE, NEW YORK

RN

10-12-62

Bob Haldeman

**Distribution - Reader's Digest Reprints**

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 Chairmen in 18 major counties.
9,000	Distributed to Southern California Coffee Hour Chairmen.
20,000	Distributed to Nixon Democrat Chairmen 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.

Nixon for Governor

To: Bob Haldeman

Date: October 10, 1962.

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

45,000 reserved for distribution at special events--Canoga Park Frontier Days, San Diego Fiesta, Catalina Island Festival, Duarte Fiesta, Azusa Diamond Jubilee ~~xxxxxxx~~. 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 ~~xxxx~~ helpful in soft-sell campaigning--particularly with people of European ties.

1,000 State headquarters and staff distribution.

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

*10,000 Don to don 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

Loie Gaunt

9-7-62

Bob Haldeman

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.

good  
memo to RN  
also

Dear Mr. Cole:

Our sincere thanks <sup>for care</sup> for making the 100M 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~~ <sup>100,000, 1200</sup> ~~providing~~ <sup>2000</sup> ~~providing~~ <sup>929</sup>. 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 ~~prove~~ <sup>be</sup> 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 ~~are helping~~ and the Digest are helping California -

WIN WITH NIXON !

Bob  
are they  
the instructions?

note to Sammy.....??????

When these are received (100,000 English version and 50,000 Spanish version), be sure John Ehrlichman (Schedule), ~~is notified~~

Sammy -

RN

9-5-62

Bob Haldeman

Reader's Digest Reprints

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

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

To: Bob Haldeman

Date: August 22, 1962

From: RN

Subject: Reader's Digest Article on Caracas in Spanish

Distribution:

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.