

Richard Nixon Presidential Library
White House Special Files Collection
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INTER OFFICE COMMUNICATION

TO: Hal Brown

FROM: Bob Norse

SUBJECT:

DATE: October 3, 1960

The two attached news articles seem to underscore some advantageous issues which could well be used by our Party.

1. The tremendous appeal of Henry Cabot Lodge should be fully exploited. The attached Poll indicates that there is more enthusiasm for him than for the other three top men.
2. The Republican ticket offers a team to cope with the management of our government; the Democratic ticket is hopelessly split. In the crucial days that lie ahead, our nation cannot be adequately led by two men having opposing philosophies. If Senator Johnson is "out of the campaign" it is only proper that Senator Kennedy make this known to the electorate; in the event of a Kennedy victory, if Senator Johnson is to be relegated to a position of obscurity due to his sharply differing views on major issues, this should also be made known. It is only right that those attracted to the Democratic ticket in the belief that Senator Johnson's views will have some influence in a Democratic administration be informed either that his views will prevail on many issues, or that he is, indeed, only "window dressing" to attract the votes of those who might not otherwise vote for the Kennedy philosophy. After all, never in recent times have the two nominees of a Party represented such conflicting philosophies.

INTER OFFICE COMMUNICATION

-2-

TO: Hal Brown

FROM: Bob Norse

SUBJECT:

DATE: October 3, 1960

More specifically, Senator Kennedy should be forced to reveal just what use he will make of his running mate in the event of his election. If he is to be an influential "right arm" of Kennedy, the Liberals should be made aware of this. If he is to be a mere "figurehead", the Conservatives should be made aware of this. Which group is Kennedy deceiving? Our Party can use their votes!

3. In contrast to this, Vice President Nixon should forcefully and repeatedly assure the American people, and those of the entire free world, that if elected, Ambassador Lodge would assume an even more important role in his Administration than did Nixon in the Eisenhower Administration. To dramatize this, it might be wise to announce, via a nationally televised joint address by Nixon, Lodge and Eisenhower the creation of a special Post of some kind to be filled by Ambassador Lodge in the event of a Republican victory. This post should be one in which the wealth of experience and ability of Ambassador Lodge in dealing with Communism can be put to the best use for the free world. President Eisenhower should be brought into the picture in some sort of an advisory capacity, to offer assurance to the electorate that the same team that has achieved and preserved peace during the past seven years, and that has stemmed the rushing tide of Communism so rampant during the Truman Administration, can most logically be expected to perpetuate peace. It is not time for a change -- it is time for a continuance of peace and a stable

INTER OFFICE COMMUNICATION

-3-
TO: Hal Brown

FROM: Bob Norse

SUBJECT:

DATE: October 3, 1960

economy. Nixon's finger and Lodge's fist must be kept in the face of our would-be conquerors -- to let our guard down is to let freedom down.

4. The election of Senators Kennedy and Johnson, who allegedly are for "moving ahead", would, inescapably, cause the prestige and importance of the office of Vice President to revert to its status of ineffectiveness in the pre-Eisenhower days. The free world cannot afford such a retreat in these times.

In summation,

Lodge's appeal, and his ability to cope with the number one issue in the campaign, should be fully exploited.

The Republicans should take advantage of the opposing philosophies represented by Kennedy and Johnson to create as sharp a schism as possible within the Democratic party.

INTER OFFICE COMMUNICATION

TO:

FROM:

SUBJECT:

DATE:

GALLUP POLL (NATIONAL)--As reported on Aug. 19 Gallup went to voters with the Stapel Poll, which measures degree of enthusiasm for candidates. Voter appeal rating showed Nixon with 43 points, Kennedy with 42. But separation between vice presidential candidates was pronounced: Lodge 45 points to Johnson's 30. Independents polled nationally gave both Nixon and Lodge nearly twice the points of their adversaries.

'OUT OF CAMPAIGN'

Johnson Role Minor, Schlesinger Asserts

By Associated Press Service
NEW YORK, Sept. 26—Johnson has dropped out of the campaign, but it does not really matter.

Arthur M. Schlesinger Jr., Harvard history professor and an outspoken supporter of the Democratic national ticket, gave this description today of Sen. Johnson's role as a Vice Presidential candidate.

In a news conference, Schlesinger said the Senate majority leader has had little voice in the national campaign.

"No one looks from him anymore but it doesn't make much difference," he said, and added that he does not believe Presidential candidates win or lose on the strength of their Vice Presidential running mates.

He cited the 1948 Presidential election in which President Truman defeated New York Gov. Dewey.

In spite of Dewey's running mate, Gov. Warren of California, whom Schlesinger characterized as one of the most popular of Vice Presidential candidates, Mr. Truman carried California.

HAL W. BROWN

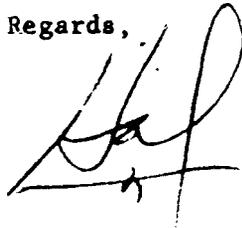
10/10/60

Dear Norm:

One of our enthusiastic Republicans sent me the attached memo and I promised to send it on to you so you could please have your secretary mail it to Bob Haldeman.

This is probably something that the Nixon-Lodge team is working on with all their might, and it sure makes sense.

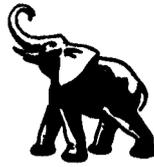
Regards,

A handwritten signature in dark ink, appearing to be 'Hal W. Brown', written over a horizontal line.

Republican State Executive Committee of Florida

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ASSISTANT COUNSEL
TOM FAIRFIELD BROWN

OFFICE OF
THE ASSISTANT TREASURER

October 14, 1960

GAINESVILLE, FLORIDA
27 N. W. 10TH AVENUE

Mr. Bob Haldeman
Washington Building
Room 523, 15th & New York, NW.,
Washington, D. C.

Dear Bob:

I am enclosing an editorial from the Gainesville Daily Sun dated October 12, 1960, which I think is a very good editorial coming from a southern newspaper.

The only correct statement I have heard Kennedy make was that 17,000,000 Americans go to bed hungry every night. We have that many Americans who have gotten so fat during the Republican Administration they are now on a "Metrecal" diet and take it from me, it leaves you hungry!

Sincerely yours,

A handwritten signature in cursive script that reads "Hugh Edwards". Below the signature, the initials "H.A." are written in a smaller, less legible script.

Hugh Edwards

HE:ma
encl: 1

DISTRICT VICE-CHAIRMEN

| | |
|-------------------------------|-----------------------------|
| FIRST: MRS. CHAS. FISCHER | FIFTH: GEORGE M. PERCY |
| SECOND: ERNEST BUTT | SIXTH: BASIL LAVERGNE |
| THIRD: L. S. CAMPBELL | SEVENTH: MRS. KENT MCKINLEY |
| FOURTH: MRS. FRANCES C. MASON | EIGHTH: LEVIS S. TAYLOR |

R. W. McCabe, Dir. Spec. Events.

October 16, 1960.

J. E. Widecker, Dir. Rally Group

Rally Operations.

Inasmuch as we are about to embark on the last 22 days of the Campaign, I thought that it would be wise to take stock and eliminate some of the mistakes that have been occurring with frequency in the past few weeks so that our group might be more effective and that everything is done to help assure our best effort on behalf of the Vice President and the Ambassador. After hearing some of the complaints, etc., of the Field Men, I am sure that the suggestions made in this memorandum will be of help to all concerned.

First, let us consider the matter of scheduling. Indi McCammon has done a yeoman's job in this area, but I feel that she could have more help in determining the men who should be placed in an area based on the effectiveness of the individual. For example, the Marathon Runner should not assume the importance of the Vice President in the rallies to be created around his stop in some location. Using one of our better rally men for this purpose seems ludicrous. It would be far better to place one of our less effective men on that job and let the better man work in an area where the Vice President will be on tour. Another example, is the work of setting scheduled stops for the Campaign train. In this area, we might set one man as the overall Rally Man for the State and fill in with other Rally Men as assistants. The R.M. in charge should meet with the others and outline his plans and then have them executed according to schedule.

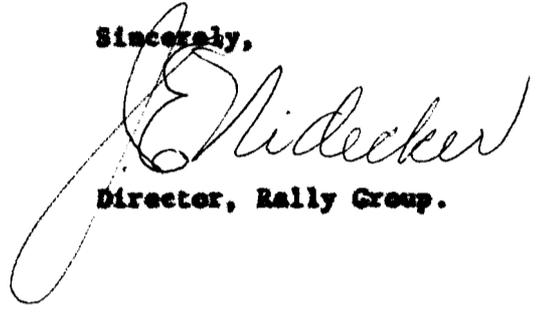
In the area of supply, I suggested on my last visit how the men in the field could be supplied more rapidly and effectively and the system was never used to the end that we are still having a hedge podge of late supply. This also is not my opinion alone since I have had the opportunity to talk with the Field Supply Manager in one location and have been given his opinion.

Now let us consider our relations with the men in the field. Although I have made the suggestion that some recognition be given to a good job, it has not yet been done. Some of our men have produced far in excess of expectation and have not heard one word of encouragement and in some cases have been censured for some phase of an event that did not go according to the dictates of the prescribed method of operation. Here, I would like to point out that the operation for this campaign is quite different than that of 1956 with the Bandwagon. It might be well to use the knowledge gained by the field personnel in solving field problems rather than to rely on detail developed in a Bandwagon operation which is vastly different.

Perhaps it would interest you that most of the men in the field call on me by phone when they have problems. Their reason for so doing is based on the fact that they feel that they cannot get the answers they need nor the suggestions for coping with their problems when they call back home. Some of them find that we do not have our phones manned a sufficient number of hours so that they can feed back information and request help when it is needed. For the last weeks of the campaign this must be corrected.

Finally, based on the suggestion of several of our Rally Men, I am planning to return to the office to spend as much time in the operation of the rally group from the standpoint of execution and support, as is possible. For this reason, I hope that you will not plan to schedule me for any field work other than the Chicago operation for the balance of the Campaign. My reason for wanting to complete the Chicago operation is a commitment made to Mr. James Worthy and to Mr. James Kemper, National Committeeman from Illinois.

Sincerely,



Director, Rally Group.

CC: Mr. Peter M. Flanigan
Mr. F. Clifton White
Mr. H. Robert Waldeman

PS: My reason for writing this is due to the fact that despite our agreement to meet, I arrived to find that you could not either keep the appointment nor could you be reached. It was disappointing also in the area of cost since I had to make a stop in Washington while on my way to Miami.

J. WALTER THOMPSON COMPANY

420 LEXINGTON AVENUE
NEW YORK 17

October 11, 1960

Dear Bob:

I am giving a talk on advertising at a local church, and it occurred to me that as part of the talk, rather than dwelling on ~~our~~ shortcomings *of advertising* it would be more constructive to state the real achievements of our expanding economy in specific terms of what has happened in the last ten years.

I was showing this to Thayer Jaccaci who said, "Does Mr. Nixon know about this?" so I thought I would send a copy of the talk and a chart on which it is based, down to you.

As you see, it has a four-year figure and a ten-year figure, whereas 8 years would suit your purpose best. Arno doesn't know if these figures exist, but says you can easily find out from the Federal Reserve Board and also you may have some facts which would help you interpret them more exactly.

We certainly miss you around here, Bob, you can see what has happened to the Agency since you left. I suppose we won't see you again if things go well, so I don't know why I am trying to help.

Faithfully



Robert T. Colwell

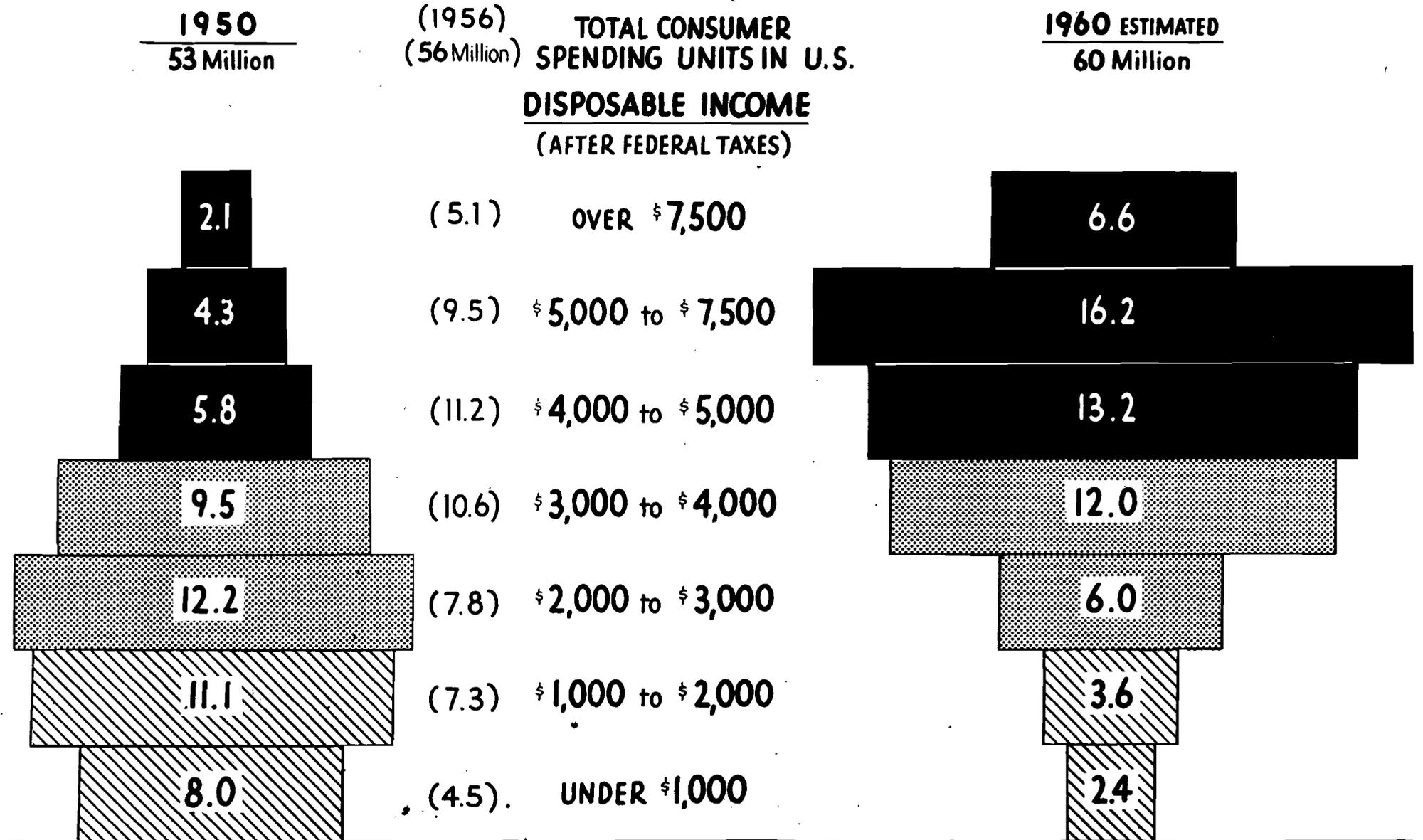
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enc. 2

P.S. This letter is being typed by a Democrat.
Certainly hope you come back. *M.H.*

Mr. Robert Haldeman
1500 Massachusetts Avenue, N.W.
Washington, D.C.

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES LONDON

MASS MILLIONS ARE CLIMBING THE INCOME LADDER



Source: 1950 (on 1949 incomes) and 1956 (on 1955 incomes) from Federal Reserve Board Survey of Consumer Finances.

During some of our family nights this winter we are going to hear about the work various people do, and how it fits into the Christian scheme of things.

I suppose advertising was suggested as the first subject because so many people are sincerely puzzled as to just where it does fit in.

On this subject, I have a very interesting report from the planet Venus, but let me take a few minutes to answer some questions that must be very much in your mind.

First, what is the main benefit of advertising to our economy? Leaving out, just for the moment, the shortcomings and peculiarities of individual advertisements, what is its broad, basic effect?

It is to increase the consumption of products, just as machinery increases their production. Given increased productivity, advertising is a tool in creating

a cycle of more consumption, more jobs, more wealth and back to more consumption again.

There are some valid criticisms of the way this cycle works. And yet it is one of the main reasons why we can raise our standard of living. That's a rather vague phrase, so let me put it another way -- what is happening -- right now -- to the lot of the common man?

According to the Federal Reserve Board Study of Consumer Finance, there were in the United States in 1950, 8 million families with incomes of \$1,000 a year or less. Today, 5½ million of them have moved up and out above that class. Eleven million families in 1950 had incomes between 1 and 2 thousand. Today, 7½ million of them are making more. Six and a half million have moved up out of the 2 to 3 thousand dollar class.

What does this add up to, in human terms? Well, it's hard to tell at just what income level a family gets

an adequate diet, for instance. It depends on the size of your family and where you live. And it's just as hard to select a level where the youngsters don't have to leave school and go to work at the first possible minute.

Last week I sat down with our senior economist and tried to work out from these figures how many people you could really say have come out of the shadow into the sunlight, comparatively, these past ten years -- with healthy diets, more decent housing and a chance for better education for the children.

These government figures are disposal income, after Federal taxes. They don't allow for inflation, so we did. We added 3% a year for inflation. Arbitrarily -- from his knowledge, setting the breaking point of the subsistence level at \$3,000 in 1950 and \$3,900 today, it comes to 7 million 300 thousand families who are, in a certain sense, out of the woods. That's about 25 million people who are, so to speak, rescued, together with 50 million more who are coming closer to it.

The picture comes out just about the same no matter where you set the subsistence level. And just to avoid any political implications here -- this economist says that while actual figures aren't available, the preceding ten years would show just about the same trend.

There are millions who are still underhoused and under-fed, and they are the responsibility of all of us. But just think of the 25 million who have, in a way, been emancipated. Just think -- the lot of the common man in America has improved more rapidly and on a broader base during the past 20 years than has even before occurred in history. Literally, it is a revolution which is just unparalleled in the whole history of man. It feels good to have even the smallest part in it. And most business men -- intentionally or not -- do have such a part.

Admittedly a great many other forces have been at work; social forces, political forces, scientific forces, moral forces. Who is to say which has done the most? Certainly businessmen can't take all the credit -- and

advertising is only a tiny fraction of business as a whole. But the picture as a whole would be impossible without the growth of our economy -- and you simply would not have enjoyed that growth without the increase in productivity and consumption our American business system has brought about.

CAMPAIGN HEADQUARTERS

NEW YORK REPUBLICAN STATE COMMITTEE

45 EAST 45th STREET • NEW YORK 17, N. Y. • ORegon 9-6500

LYLE W. HORNBECK
CAMPAIGN MANAGER

WILMA C. SIVERTSEN
CO-CAMPAIGN MANAGER

Sept. 30, 1960

Mr. Charles McWhorter
Nixon-Lodge Campaign Headquarters
1146 Nineteenth Street, N. W.
Washington, D. C.

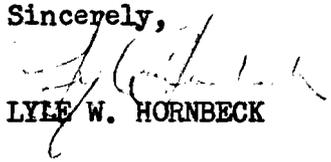
Dear Charlie:

Attached is the weekly confidential report re activities, developments and reactions in New York state.

Dick's trip through Nassau and Suffolk counties on Long Island had an extremely salubrious effect on the organizations as well as the people of both predominantly Republican counties.

We are looking forward to his future campaign trips here, especially in Manhattan on October 5 and upstate later in the month.

Sincerely,


LYLE W. HORNBECK

LWH:pk

AIRMAIL
SPECIAL DELIVERY

Experience Counts! **ELECT NIXON - LODGE**



Sept. 30, 1960

TO: Mr. Morhouse, Mr. Hornbeck

FROM: Harry J. O'Donnell

The Nixon Long Island Tour: The county leaders reported that the public reaction to the Vice President's visit was very good.

All three leaders--Frank Kenna of Queens, A. Holly Patterson of Nassau and Arthur J. Cromarty of Suffolk--said they would like to have Nixon back again because they believe another appearance would help get out the vote and redound to the advantage of their local candidates.

Although the crowds in Queens were not as large as apparently everyone had expected, the Long Island Daily Press, a Newhouse paper which circulates heavily in Queens, as well as its sister daily, the Long Island Star-Journal, devoted considerable space to stories and pictures of the visit on Sept. 28.

Both papers reported a warm, friendly reaction among the people and were generous and friendly in their detailed descriptions of the Vice President's speeches, actions and personality.

Both newspapers in Queens reported that the visit of the Vice President had a salutary effect on Republican chances to carry the borough and quoted Kenna, in their leads, as saying the Nixon visit had a tremendous impact.

The receptions in Nassau and Suffolk were, of course, excellent.

The crowd at the courthouse at Mineola was greater than that which greeted Ike in 1952, according to Patterson and also according to Stan Hinden, political writer for Newsday, the county's only daily newspaper.

The Vice President himself best described the Suffolk rally at Commack when he said it compared with the excitement and enthusiasm of the national convention itself.

* * * *

Adverse Note: The leaders in both Nassau and Suffolk had some critical comment on the attitude or approach of the Nixon advance men.

This is passed on for what it is worth as there is no advantage in irking successful, experienced county leaders by telling them how to organize a parade or some other routine activity which they have been doing effectively for many years.

- more -

Page Two

A bit more tact might be in order, as well as a bit more practical flexibility as far as carrying out instructions in the "manual" from which the advance men are working.

Word is getting around concerning what some of the local leaders consider ludicrous requirements set forth in the "manual"

A couple of newsmen have inquired about the "manual", apparently with an idea of lampooning it, or giving us the needle generally.

* * * *

Chairman Cromarty, who conducted the spectacularly successful rally at Commack in Suffolk County, had a post-visit complaint.

He said he had been assured that the Vice President, in leaving the platform, would pose for a picture (a group shot, apparently) with the local legislative candidates (one senator and three state assemblymen) but that his aides whisked him right by.

Cromarty was counting heavily on the picture because he felt it would be of tremendous help to his local candidates.

This is reported so that consideration may be given to such action and verbal recognition of legislative candidates, along with congressional nominees, on the Vice President's subsequent upstate tours.

* * * *

EXTRA CONFIDENTIAL: A trustworthy source who often knows about such things in advance implied very confidentially that the New York Times probably will give editorial endorsement to Mr. Nixon, sometime in mid-October. The basis for their support, so it was implied, would consist largely of agreement with his position on fiscal responsibility etc., etc.

Thought: The Vice President might hit, clearly and strongly, on that theme a couple of times early in October...to provide some convincing quotes for the Times' benefit among other reasons.

* * * *

Some politicoes--and some political writers--believe it would help produce a heavy turnout of voters and help the Nixon-Lodge ticket accordingly, if President Eisenhower could make an appearance in behalf of the ticket at least once upstate where his plurality in 1956 was 1.6 million. It would inspire a maximum turn-out of voters in this predominantly Republican territory.

The combination of several personal appearances by the Vice President and at least one by Ike certainly would tend to off-set any favorable impression upstate resulting from stumping by Kennedy who has, as reported in an earlier memorandum, devoted more time to upstate New York than any Democratic presidential nominee within memory.

- more -

Page Three

Kennedy has covered the ground more thoroughly than Harry Truman did in 1948 when he made a whistle stop train trip from Yonkers up the Hudson valley to Albany and west to Buffalo. Truman lost the State to Dewey by only 60,000 votes and would have carried it if Henry Wallace hadn't drained off half-a-million votes.

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FYI
Bob
Copy of statement to John Warner from Boston



On Beacon Hill - - - And Off

BY FLOYD L. BELL

Continued from Page One

HOW WE DETEST "I TOLD YOU SO" — therefore we step right in with this one — in an early April issue of the Back Bay Ledger and Beacon Hill Times, this column said, "The two most improved teams in baseball are the St. Louis Cardinals and the Baltimore Orioles." May we respectfully direct attention to the fact that the Cardinals from a bad seventh place team in 1959 climbed to third in the National League, one game out of second place; and the Baltimore Orioles did a similar jump in the American League, jumping even higher than did John Thomas and for a long time were actually at the top of the league, finishing in second place. And our nomination for Managers of the Year go to Sol Hemus of the Cards and Paul Richards of the Orioles.

TWO OF THE MOST INTELLIGENT AND INTERESTING YOUNG MEN we have met in many a long month are John Warner and Dick Capen, the highly efficient yet always delightfully pleasant and never high pressure Public Relations men who came in advance of Vice President Nixon's entourage and remained through the notable visit here of the Vice President and his gracious wife. Both Warner and Capen thoroughly do their jobs, each knows his PR lesson well but not to the extent that he uses a pompous approach — each is natural, obviously both like people and we never saw a conference or staff meeting conducted more efficiently than John Warner ran that one the day before Nixon's arrival when about 20 persons whose work was assigned for the following day, sat around a table at the Statler Hilton and saw how well everything had been planned by this team of remarkable young men. We hope both return soon — and often — to Boston.

AND A REAL TIP OF THE HAT TO RALPH BONNELL and his co-chairman, Mrs. Frank G. Allen, who did such a splendid job in arranging the details of that \$100 a plate dinner at Commonwealth Armory. Tom [unclear] Ambassador to Uruguay, was Master [unclear]

tries were flown here from Denmark and were superb. It was a tribute to the great cooks of Denmark — several of whom came to aid the Sheraton Plaza staff in preparation of this unusual affair, given to commemorate or to precede actually the forthcoming visit of the King and Queen of Denmark.

WONDER HOW MANY OF YOU KNOW THAT our favorite newspaperman, John H. Fenton of the New York Times — representing editorially that great newspaper in New England — is a Lay Reader in the Episcopal denomination and often conducts the early evening Prayer Service at St. Paul's Cathedral opposite the Boston Common. John, by the way, says that the primary election victory of Claiborne De Corda Pell in Rhode Island was not as unexpected as one up this way would suppose. On the contrary, and Mr. Fenton's pre-primary forecast bears this out, it meant merely that the voters in Rhode Island had tired of the professionals and seized upon the opportunity of choosing a man who had less political experience but in their judgment was more likely to keep his promises to the electorate.

THE STATE CLUB, most active of all the political organizations of non-partisan calibre, is to hold a pre-election reception for all of the candidates of both the major parties at the Harvard Club the afternoon of October 26th. Former Senator Sybil Holmes heads the Womens Committee and, of course, President Thorndike of the State Club will be in the receiving line to introduce the candidates.

THREE TIMES within five minutes the other night, a well known local radio commentator, whose controversial programs are rather well known, emphatically spoke of "Senator Eugene McCarthy OF WISCONSIN". Wonder if the young man, who professes greater knowledge than the Encyclopedia Britannica, ever learned that Eugene McCarthy is the brilliant young Minnesota Senator who drew so much attention at the Democratic National Convention.

WILLARD H. STEVENS of Longwood Towers, long time friend, and incidentally a pioneer in the automotive industry in New England, suggests this slogan, "Vote for the Man IKE LIKES". Mr. Stevens is retired from active business now and has become a globe circler and world traveler. He was active in the original establishment of Suffolk Downs when Charles F. Adams, Bruce Wetmore, Allan Wilson, Bayard Tuckerman, John Maccomber and Richard Ely Danielson were there who held sway there. "Steve" plays a good