

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>
35	3	08/15/1968	Letter	From Bill & Lois Burrows to Haldeman Re: Campaign aid in November. Also, mailing envelope for letter. Also, letter from Haldeman to Bill Burrows Re: Contacting Kentucky State Chairman. 4 pg.
35	3	08/23/1968	Letter	From Benjamin Read to Larry Higby Re: Security clearances for Nixon and campaign staff. 2 pg.
35	3	08/20/1968	Letter	From John Hassett to Haldeman Re: Education bond and campaign aid. Also, letter from Haldeman to Hassett Re: Campaign aid. 2 pg.
35	3	07/27/1968	Memo	From Richard Whalen to Haldeman Re: Refusing campaign assistance. Also, telegram from Robin Moore & letter from Dale Smith offering assistance. Also, letter from Haldeman to Moore Re: Campaign assistance. 5 pg.
35	3	08/21/1968	Letter	From Leonard Garment to Charles Teague Re: Television spots. 1 pg.
35	3	08/30/1968	Letter	From Haldeman to Fred Russell Re: Campaign aid. Also, 2 additional drafts of letter from Haldeman to Fred Russell. Also, letter from Russell to Nixon Re: campaign assistance. 4 pg.

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35	3	08/23/1968	Letter	From Haldeman to Fred Russell Re: Campaign assistance. 1 pg.
35	3	n.d.	Other Document	Article "The 'Win in November' Campaign Approaches" Re: Campaign approaches to various issues. 13 pg.
35	3	08/30/1968	Letter	From Haldeman to Richard Ridgeway Re: Commercial advertising. 1 pg.
35	3	08/30/1968	Letter	From Haldeman to William Marumoto Re: Southern CA campaign aid. Also, letter from Marumoto to Haldeman Re: Campaign aid. 2 pg.
35	3	08/09/1968	Letter	From Stuart Hamblen to Nixon Re: Campaign aid in the South. 1 pg.
35	3	08/22	Letter	From Bryce Harlow to Bob Re: Campaign aid. 1 pg.
35	3	08/21/1968	Letter	From Paul Hays to Haldeman Re: Convention aid. 1 pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
35	3	08/16/1968	Letter	From Haldeman to Paul Hayer Re: Convention aid. 1 pg.
35	3	08/16/1968	Letter	From Haldeman to Irvine Robbins Re: Campaign contribution. 1 pg.

15 August 1968

Dear Bob,

It has been a few years since we discussed politics at the Beta convention in Bedford Springs. I see in the current issue of "U.S. News & World Report" that you are still a vital part of Mr. Nixon's political career. My wife and I would also like to help promote a Nixon victory in November.

I received my MS degree from Stanford in June of 1967 after graduating and receiving my Army commission from Cal. My wife then fought for a year, and I was the project engineer on a big construction job in San Francisco. I recently started my two year stint with the Army Corps of Engineers. My wife and I hope to spend the remainder of my tour here in Paducah, Ky., where the Corps is supervising the construction of a lock on

the Ohio River. I am the Assistant Resident Engineer, and my wife is teaching sixth grade.

We have been staunch Nixonites since 1966 when Mr. Nixon did so much to unify the party.

Bob, we'd like to help the cause, and we thought that you might be able to utilize, or at least channel, our capabilities. What would you suggest to two aspiring Republicans who are anxious to see the country returned to the law-abiding citizens in November?

Many thanks for your tips.

Sincerely,

Bill & Lois Burrows

August 30, 1968

Mr. Bill Burrows  
2600 Monroe Street  
Paducah, Kentucky 42001

Dear Bill:

Good to hear from you again. I'm glad to learn that life is treating you well, and that the spectre of Viet Nam will apparently not play too large a role in your future planning.

I'm sure that you could be a great help to the Nixon-Agnew candidacy in Kentucky. I'm not familiar with all the details of organization in the state of Kentucky, but suggest you contact the State Chairman. His name and address is:

John Kerr  
463 East Main  
Lexington, Kentucky 40507

I'm sure he'll be able to help you.

My best to both you and your wife.

Sincerely,

H. R. Haldeman



DEPARTMENT OF STATE

Washington, D.C. 20520

FYI  
original  
filed

August 23, 1968

Mr. Larry Higby  
Nixon-Agnew Headquarters  
450 Park Avenue  
New York, New York 10019

Dear Mr. Higby:

Confirming our phone conversation of today and your earlier request on behalf of Mr. Nixon, I can confirm the following information.

The Director of the Central Intelligence Agency informed me today that Mr. Nixon has all of the special intelligence clearances which were requested.

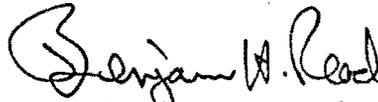
Security clearances for access up to and including information classified as SECRET on a need-to-know basis have been approved for the following members of Mr. Nixon's staff:

Mr. James Keogh  
Mr. Allen Greenspan  
Mr. Raymond K. Price, Jr.  
Mr. Richard Vincent Allen  
Mr. Martin Anderson  
Mr. Patrick J. Buchanan

We believe that these clearances will be sufficient to provide each of the staff members with access to the briefings which may be given during the period from now until election day.

If you wish us to apply for TOP SECRET clearance for any of these staff members at any time, please let us know and we will send you the necessary forms and request the FBI to start the necessary field investigation procedures.

Sincerely,

A handwritten signature in cursive script that reads "Benjamin H. Read". The signature is written in dark ink and is positioned above the typed name.

Benjamin H. Read  
Executive Secretary

John Hassett

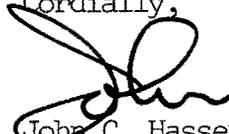
Advertising

August 20, 1968

Mr. Robert Haldeman  
Chief of Staff  
Nixon for President  
P. O. Box 1968  
Times Square Station  
New York, New York 10036

Dear Bob:

My agency has recently been retained to handle the education bond issue and thus things are going to be pretty busy, but not so much that I can't say: If some chore comes along which brings my name to mind, give me a call.

Cordially,  
  
John C. Hassett

JCH/ps

606 North Larchmont Boulevard, Los Angeles, California 90004 Phone: 466-7315

August 23, 1968

Mr. John Hassett  
John Hassett Advertising  
606 North Larchmont Boulevard  
Los Angeles, California 90004

Dear John:

Glad to see you've also entered the campaign arena this fall, even if it appears to be on a non-partisan basis.

I want to thank you for offering your services and assure you that if something comes along I won't hesitate to call.

Cordially,

H. R. Haldeman

CONFIDENTIAL

July 27, 1968

L - Draft  
F/ up. ✓

To: H. R. Haldeman

From: Richard J. Whalen

I return the enclosed offers of assistance and suggest that they be sent to the Department of Polite Refusals. Not only are the gentlemen super-hawks, they are also the most dubious kind of self-promoters, and we are better off keeping them at a distance.

CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

# WESTERN UNION TELEGRAM

SYMBOLS

DL = Day Letter

NL = Night Letter

LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

NH905 (34)2-NC325

PDF NEW YORK NY 25 605P EDT

RICHARD M NIXON

810 5 AVE NYK

REQUEST OPPORTUNITY TO DISCUSS WITH YOU WAYS AND MEANS IN WHICH

I AS ONE OF OUR COUNTRIES POPULAR WRITERS AND LECTURERS ON

SOUTHEAST ASIA CAN WORK TOWARD SECURING YOUR NOMINATION AND

ELECTION MY OFFICE TELEPHONE NUMBER AT 375 PARK AVE AND 24

HOUR ANSWERING SERVICE IS 421 5670

ROBIN MOORE AUTHOR OF THE GREEN BERETS

(700).

*To 3/23/62*  
*Whale*  
*RN asked*  
*to refer*

*2*

# GRAHAM - ECKES SCHOOL

a non-profit corporation

690 NORTH COUNTY ROAD, PALM BEACH, FLORIDA 33480

TELEPHONES: AREA CODE - 305 848-4301, 848-4302

JUN 23 1968

June 24, 1968

To → Dick Whalen  
for follow up.  
RN request

The Honorable Richard M. Nixon  
20 Broadway  
New York City, New York

Dear Mr. Nixon:

I wish to let you know of my availability for work in your campaign. It is my fixed opinion that your election is necessary if America is to be preserved as a Constitutional republic.

Recently I assisted General Curtis E. Le May in the writing of a book, America Is In Danger (Funk and Wagnalls). I think you will find this book supports your positions and that it will draw votes to your cause.

Last year I worked with the American Security Council and the House Armed Services Committee in preparing a definitive study termed "The Changing Military Balance - US - USSR." I have been led to believe that this study had a part in Mr. McNamara's decision to approve the Sentinel ABM system and, later, to his resignation.

I stand ready to advise or collaborate with the military experts you have on your staff. Four years ago I assisted Senator Goldwater in this capacity.

It occurred to me that you might capture the imagination of the modern electorate by stressing the fact that America is not only "the land of the free" but also "the home of the brave," and that we must stand up bravely to the hard task of defending and supporting human freedom.

Submission to the easy way of compromise with the enemies of freedom will sully our noble heritage. To be truly the land of the free we must continue to be the home of the brave.

Sincerely,



Dale O. Smith  
Mag. Gen., USAF (Ret)

DOS:es

August 22, 1968

Mr. Robin Moore  
375 Park Avenue  
New York, New York

Dear Mr. Moore:

Mr. Nixon asked that I write you to thank you for your offer of assistance in his current campaign. In reviewing his present staff, he believes that most of the needs that exist have now been filled.

It is difficult to say what opportunities may arise as the campaign progresses. Should any be mutually acceptable, I will contact you immediately.

I realize that there has been a considerable delay in responding to your letter. I want to thank you for your patience and understanding.

Cordially,

H. R. Haldeman  
Chief of Staff for Richard M. Nixon

# N

*file.*

NIXON FOR PRESIDENT COMMITTEE,  
P. O. BOX 1968, TIMES SQUARE STATION,  
NEW YORK, NEW YORK 10036  
PHONE (212) 661-6400

August 21, 1968

Charles M. Teague, M. C.  
House of Representatives  
Washington, D. C.

Dear Congressman Teague:

Mr. Nixon asked me to reply to your letter of August 15 and particularly to express his appreciation for your advice.

The points you make are sound and the suggestions are very much in line with our own thinking. We will be making heavy use of spot television in addition to five-minute shows. These will be the solid base of our media effort and will be supplemented by special shows. We also intend to use strong endorsement-type spots and short programs featuring the political personalities you mention in your letter. We are also planning to regionalize our effort so as to make the most effective use possible of our various campaign personalities.

Sincerely,

Leonard Garment  
Special Assistant  
to Mr. Nixon

LG:DK

✓ cc: Bob Haldeman

*Russell*

August 30, 1968

Mr. Fred J. Russell  
Post Office Box 54228  
Los Angeles, California 90054

Dear Mr. Russell:

Mr. Nixon asked me to write you to thank you for taking the time to present your thoughts in your paper "The 'Win in November' Campaign Approaches." He regrets that he was unable to see you while in Mission Bay.

He wanted me to inform you that many of your ideas are very good, and are a welcome addition to the overall thinking and planning of the strategy that we feel will lead to victory in November.

Thank you again for your time and consideration.

Cordially,

H. R. Haldeman

August 30, 1968

Mr. Fred J. Russell  
Post Office Box 54228  
Los Angeles, California 90054

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Mr. Nixon asked me to write you to thank you for taking the time to present your thoughts in your paper "The 'Win in November' Campaign Approaches." He regrets that he was unable to see you while in Mission Bay.

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Cordially,

H. R. Haldeman  
Chief of Staff for Richard M. Nixon

N

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H. R. Haldeman  
Chief of Staff For Richard Nixon

August 23, 1968

Mr. Fred J. Russell  
Post Office Box 54228  
Los Angeles, California 90054

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Mr. Nixon asked me to write you to thank you for taking the time to ~~stop by and discuss your thoughts on the campaign approaches with Messrs. Moore and Oids while he was in Mission Bay. He regrets that he was unable to see you in person.~~

*He wanted to inform you that many of your*  
many of your ideas are very good and are a welcome addition to the overall thinking and planning of the strategy that we feel will lead to victory in November.

Thank you <sup>again</sup> for your time and consideration.

Cordially,

H. R. Haldeman  
Chief of Staff for Richard M. Nixon

*present*  
~~write out~~ your thoughts in your paper  
"The 'Win in November' Campaign Approaches.  
He regrets that he was unable to see you while in Mission Bay"

*No*  
*this misses the point. He needs an acknowledgment that the mail will be sent to RN for personal & confidential hand delivery*

*L. R. G.*

POST OFFICE BOX 54228 • LOS ANGELES, CALIFORNIA 90054 • (213) 723-1553

August 19, 1968

Mr. Richard M. Nixon  
450 Park Avenue  
New York, New York 10022

Dear Dick:

Realizing that your schedule at Mission Bay was so heavy, I did not attempt to see you there. However, I reviewed the attached subjects thoroughly with and left a copy with your Mr. Dick Moore and Dr. Glenn Olds, and I discussed briefly and left a copy with your Mr. James Keogh.

I thought it would be helpful if you were to have a set, so I enclose it herewith. Of course, I fully understand that there are factors which are better understood by you than anyone else and that the final decisions on what to say and do properly rest with you.

Kindest regards

*Fred J. Russell*  
Fred J. Russell

FJR:nn  
Enclosures

August 23, 1968

Mr. Fred J. Russell  
Post Office Box 54228  
Los Angeles, California 90054

Dear Mr. Russell:

Mr. Nixon asked me to write you to thank you for taking the time to stop by and discuss your thoughts on the campaign approaches with Messrs. Moore and Olds while he was in Mission Bay. Sorry that I was unable to see you in person.

Many of your ideas are quite enlightening and are a welcome addition to the overall thinking and planning of the strategy that we feel will lead to victory in November.

Thank you for your time and consideration.

Cordially,

H. R. Haldeman  
Chief of Staff for Richard M. Nixon

THE "WIN IN NOVEMBER" CAMPAIGN APPROACHES

VIETNAM (AND CHANGEABLE SUBJECTS)

In order to help President Johnson resolve the Vietnam problem (you are patriotic), you declare that you will say nothing about Vietnam till November. If it appears settled by November, you then say you will leave it settled, and you point to the Administration's colossal 8-year (eighth wonder of the world) blunder:

150,000 American casualties  
\$ \_\_\_\_\_ billion dollars squandered  
Millions of Vietnamese killed  
Back where we started

No matter how bad the settlement, you then say you will leave it settled.

If it is not settled, you say you will settle it at once. You don't say how, just that you will get into it and settle it. This approach encourages everyone to think what he prefers to think about Vietnam.

Don't take a position on any subject which can change before November. This should be embraced as a basic principle, because any changeable subject can jump out from under you and leave you in an untenable position.

## USE SIMPLE WORDS

In all speeches and writing, only use words which are simple and are fully understood by uneducated people.

Examples:

- (a) Say "private business," rather than "private enterprise."
- (b) Avoid "private sector" or "\_\_\_\_\_ sector."
- (c) Say "jobs," rather than "employment."

Simple words also are better understood by higher educated people and do not produce an unfavorable reaction from them.

Uneducated people are made to feel humiliated and more inferior when they hear words they don't understand.

Uneducated people do not correctly respond to what they don't understand.

Uneducated people are quick to "protect themselves" against those who use words they don't understand by labeling the speaker as "tricky" and "dishonest" and "against underprivileged and needy people."

Stupid people depend far more on intuition than the more intelligent people do. There are more stupid people than intelligent people in America, particularly in the big cities of the ten largest states. Don't answer questions with "answers in depth," thus humiliating the majority of voters. If you refrain from demonstrating "expertness," the majority of the voters will feel they can trust you. . . therefore, vote for you. On the other hand, this approach will not cost you any "intelligent people" votes. The intelligent people already know you are an expert, without your demonstrating by more "answers in depth."

The greatest sport in the world is to "shaft" an expert. Do not invite news media people to trip you, embarrass you. Get away from it. The way to get away from it is to limit the subjects you will talk about! You can always say "I won't say"; or you can always restate what you already said, thus disregarding the question; or you can always say that you will decide when you have the facts which the President always has.

Try to limit what you say to any audience to "what's in it for them" and in the most simple words.

## BE HUMAN

Many people want to feel important. They sometimes gratify this feeling by pretending to help, to be a part of something. These same people don't actually want to work at helping. They merely want to be regarded as helping and to be referred to as help ing; hence, the appeal of Kennedy's "Help me, and we together will turn the country around."

You should not go overboard in this attitude, for you cannot completely change your nature; however, you can say "Help me by voting for me, and we will work together in developing jobs and better paying jobs for those who need them and greater prosperity for everybody in America."

Be nice. "Nice guys" can be trusted. "Being nice" deprives people of the excuse for not voting for you and for being sympathetic to your opponent. Nice guys win.

Try to say "what's in it" for those whom you most prefer to reach with what you say.

Say: "I need your help. I cannot do it without you. Vote for me. Then we together will solve all the problems confronting Americans. We will bring greater prosperity to everybody in America. We will win!"

## UNDERPRIVILEGED AND NEEDY

Cure welfare, ghetto concentrations, humiliation with:

- (a) Jobs for those who do not have jobs, and
- (b) Better paying jobs for those who do have jobs.

Say that real jobs (not make-believe jobs) will be provided if private businesses get a direct tax deduction for three years for each hour worked by any person who has earned less than an average of \$3,000 per year during 1966 through 1969 inclusive. Also, say that you favor the continuance and expansion of the existing rent subsidy law which provides a Federal rent subsidy for anyone who cannot pay with 25 percent of his income for the rental housing he needs.

Do not talk about government subsidy assistance to relocate businesses. Do not suggest reduction of government welfare. Do not suggest subsidy assistance to own homes. Do not suggest government job training or any kind of education. Do not suggest government assistance to own businesses.

Say that good paying, real jobs are the answer. Say that a person with a good-paying job doesn't need help on rent, home ownership, savings, investments, welfare, or any other handout. With a good-paying job, a person is free to decide what to save and invest, what to spend and buy. This is the American way. The job is the first step. Everything else follows. Give every American a good-paying job, not a handout, and you give every American a high standard of living, with dignity and pride.

Say that jobs put purchasing power into the hands of people who spend. This, in turn, increases and expands business, thus providing greater prosperity and opportunity for everybody. Say that the more people who work and the more they produce, the greater the total wealth and prosperity and opportunity for every man, woman, and child in the United States.

Although underprivileged and needy people accept welfare and would accept even more welfare, all direct welfare gives them the problem of deep-rooted humiliation. As a rule, the more underprivileged the person, the greater the false pride. The best approach you could take with regard to the problems and needs of underprivileged and needy people is to promise them (a) jobs, (b) higher paying jobs.

Please keep in mind that the underprivileged and needy person who has a job is not impressed with the idea of jobs for others. He almost would prefer, in order to feel superior to others, that other underprivileged and needy people not have a job.

Underprivileged and needy people usually are irritated by the thought of other people, such as the peoples in foreign countries, getting something from the United States. The more underprivileged and needy, the greater the envy toward others.

UNDERPRIVILEGED AND NEEDY (Continued)

It is a poor idea to promise job training and education. Most underprivileged and needy people are afraid of any form of education. Deep inside, they do not feel equal to it. They have had the earlier traumatic experience of being unable to keep up in school and having failed in school. If the checks these people receive are "paychecks" and if no one suggests that they must first go to "school," their fears will be substantially allayed and their pride substantially restored.

The best way to provide jobs and better-paying jobs is the direct way, the most efficient way. . . by direct tax incentive to private businesses. The mechanics of the plan would be as follows:

- (a) Any person with less than \$3,000 annual income would be a qualifying employee. (Department of Employment would certify.)
- (b) The employer would receive a direct income tax deduction of 50¢ per straight time hour and 75¢ per overtime hour for each hour worked by "qualifying employees" during his fiscal year.
- (c) The "qualifying employee" would continue to qualify as a tax deduction to the employer who hired him for a period of employment up to three years, even though his wages would be more than \$3,000 per year during the three years.

By the end of three years, these employees would be trained, by the most effective trainer of all. . . private businesses. This plan is devoid of administrative waste. The plan provides real employment, not make-believe or temporary employment. The plan avoids schooling or training as such. These people, by the time they have reached work age, are mortally frightened by any form of education. Remember that they usually have know school failure (traumatic experience) before they reached the third grade. . . unable to keep up with class average.

Under this plan, a 40 hour, 52 week year is 2,080 hours per year. At 50¢ per hour, the tax deduction cost is \$1,040 per year. One million such jobs would cost \$1,040,000,000. This would be reduced by a \$60,000,000 income tax collection on these wages. (Minimum annual wage equals \$3,432 a year, and a family of four would pay \$60 Federal tax.) Most important, private businesses would respond to this plan. It would create the jobs by using and expanding the existing, properly located facilities.

UNDERPRIVILEGED AND NEEDY (Continued)

It is not a good idea to say that these people have bad housing. To begin with, it mostly isn't true, except that the environment is bad. The attitudes of underprivileged and needy people make unfavorable environment. A better way to speak of housing needs for underprivileged and needy people is that their housing can and should be improved and can be accomplished in a way that would provide more and better paying jobs for the underprivileged and needy people themselves. Such an approach does not insult or humiliate them. They can afford to accept the idea of improving their housing for the honorable reason of wanting jobs.

Until the underprivileged and the needy are established in jobs, they are not ready to choose a home location. When the steady, good-paying job need is fulfilled, the presently-established home ownership procedures will serve those which formerly were underprivileged and needy. Home ownership is a burden, not a blessing, to anyone who is not ready to assume such burden and who is uncertain of the opportunity to be steadily employed. A home ownership program for these people now would concentrate and accentuate the ghetto locations. Expansion of the present Federal rent subsidy program would provide the most important and appropriate help to these people. This private enterprise operation of rental housing would give them the most help in locations where it would serve them best. Also, under the rent supplement program, the family which no longer needs the dwelling unit moves out, and the next family needing the unit moves in. The rent subsidy program is free from the burdens of foreclosure and resale. Underprivileged and needy people are looking forward to the kind of job they want that, in turn, allows them to have the kind of home they want, located where they want to locate permanently. They don't particularly want to own the house they live in now, and they want to "arrive" at their meaningful place in America, "with a piece of the action," before they choose to buy a home. They want to buy a "home of their choice" out of their income from a steady job.

It is good to say that the underprivileged and needy want and should have a "piece of the action," but do not propose anything about tax incentives or government subsidies to businesses located or to be located in ghetto areas. Just be silent on this aspect. The reasons for silence are:

- (a) It would be a tremendous and endless waste of tax money. The failures subsequently would serve as physical reminder of your folly.
- (b) There are a few of the disadvantaged who would like the temporary benefit of operating an unrealistic business in the wrong place, but the vast majority of disadvantaged people would not be pleased by such a prospect because they do not trust any of their own people as competent to manage businesses.

UNDERPRIVILEGED AND NEEDY (Continued)

- (c) No one should own or manage a business unless he is qualified. Such a person wastes the wealth of America and hurts a lot of people. No person is qualified, unless he can and does spend less than he makes, thus creating the required investment funds.
- (d) It is ambitious government agency employees and a few opportunists who want government subsidy of such businesses, for they would gain the opportunity to run these businesses by supervising them, thus expanding government employee opportunities for higher grade and its higher pay or thus rewarding the few opportunists.
- (e) No plants or businesses should be located where private enterprise normally and logically would not locate them.
- (f) By letting private enterprise locate where it should, without government incentives, the employees will locate or relocate near to where the jobs properly are located. Thus, the concentration of people in ghettos will diminish, rather than increase. This reduces a number of problems (such as ghettos, housing, bussing of school children to produce a more favorable racial balance, etc.).
- (g) Most underprivileged and needy people are frightened by the prospect of having to assume the responsibilities of business management. They know they do not qualify. They cannot take pride in or feel confidence in a subsidized business doomed to failure.
- (h) It would take two years for a new plant to reach operating point in a ghetto area. This is a delayed (if any) benefit.

EFFICIENCY

Do not suggest in any way that you will "increase efficiency" of government or "look into" any government program. To millions of government employees and defense workers, any such suggestions mean loss of job or reduction in job advancement opportunities. Any such suggestions thus would lose votes to you.

## DON'T DEBATE

Perhaps between now and November, you will be tempted to enter into a debate with someone. Don't do it! Instead, say:

"I made that mistake once before, and I do not wish to become a part of a carnival act. The issues concerning the American people are too grave to be dealt with on the basis of the chance outcome of a debate."

The private reasons why you should never debate are these:

- (1) By agreeing to debate, you immediately make your opponent your equal.
- (2) In the voters' minds, a debate serves the purpose of deciding, solely by the debate, which of the two "debater equals" you like better. The feeling is that you should vote for whichever one impresses you the most or whichever one won the debate. Nothing else matters, before or after.
- (3) Agreeing to debate is a last-chance act. If you knew you were losing an election, you could agree to debate, correctly believing that a favorable debate outcome would result in your subsequently winning an election which otherwise was lost.
- (4) When you are winning or have a chance to win, you cannot afford to gamble everything on the outcome of impressions in a single debate.
- (5) A single cameraman mistake or a single television equipment failure can "kill" you.

Don't debate!!!

## HUMOR

People like to laugh. They like you if you make them laugh, but only if you make them laugh at your expense. Never make them laugh at some other real person.

## LAW ENFORCEMENT

Do not suggest that "Law and Order be restored in the land." To millions of underprivileged and needy people, this is a threat that they will be "put down." Instead, say:

"It is the underprivileged and needy who today get raped, murdered, beaten up, property burned, neighborhood stores and their place of work burned. It is the underprivileged and the needy who need protection. If I am president, I will do all I can to provide Federal help to supplement local help in protection of all underprivileged and needy people."

The political disadvantage of saying you would bring "Law and Order to the land" is that underprivileged and needy people erroneously are conditioned to believe that Law and Order will operate to give them the "short end of the stick." (It is a fact that members of their group are the ones who most often run afoul of the law.) You must limit your talk to "Law and Order Protection of the Underprivileged and the Needy."

You do not have to say anything about Law and Order for the benefit of the population other than those people who are underprivileged and needy. It goes without saying that the Law and Order needs of other people will be provided if there is "Law and Order Protection of the Underprivileged and the Needy". . . and that is the way to say it. Say it for other than the underprivileged and needy people without saying it.

## GUN CONTROL

Say gun registration is up to Congress, not the President. Say "If Congress passed a gun registration law, I would not veto it. However, registering and re-registering of guns, year after year, will cost the American people millions of dollars every year, and it will accomplish absolutely nothing in the direction of keeping guns out of the hands of criminals or out of the hands of people with bad intentions."

August 30, 1968

Mr. Richard C. Ridgeway  
Sandler Film Commercials, Inc.  
1001 North Poinsettia Place  
Hollywood 46, California

Dear Dick:

Thank you for taking the time to inform me of the services available through Sandler Film Commercials, Inc..

I have forwarded your letter to Mr. Len Garment, who is co-ordinating our advertising and public relations efforts for this campaign. If he has some projects that might be in your area I'm sure he will be in contact with you.

Cordially,

H. R. Haldeman

August 30, 1968

Mr. William H. Marumoto  
California Institute of the Arts  
2404 West 7th Street  
Los Angeles, California 90057

Dear Mo:

I have forwarded your letter of August 12th to Mr. Bob Nesen who is heading up our efforts in Southern California. He should be in touch with Mr. Takeuchi soon to explore what mutually acceptable opportunities might be available.

I'm really glad that you're finding Cal Arts a challenging project, and look forward to seeing you at the Board meeting on the 19th.

Best wishes for your continued success,

Sincerely,

H. R. Haldeman

cc: Bob Nesen

August 12, 1968

Dear Bob:

With "one down and one to go," I'm sure you're occupied with a myriad of challenges in the coming months.

Someone whom I think can be of a great deal of help to you, particularly in California, is a very good friend of mine, Robert H. Takeuchi.

Bob has indicated a genuine interest in assisting in the campaign. A UCLA undergraduate, Bob earned his law degree at University of Southern California and is currently practicing with the firm of Bodkin, Breslin and Luddy in Los Angeles.

In my opinion, Bob is one of the bright, young, articulate fellas that you like to have on your side.

I'm sure you get many suggestions similar to mine, Bob, but I sincerely believe Bob is one of those exceptional people.

Really enjoying our challenge here at the California Institute of the Arts. Bob Corrigan is certainly providing the kind of dynamic leadership we've long needed.

With warmest personal regards and good wishes for your continued success.

Sincerely,



William H. Marumoto  
Vice President for Planning and Development

Mr. H. R. Haldeman  
465 Muirfield Road  
Los Angeles, California 90005

WHM/jp  
cc: Betty Williams

L  
Assume this  
is handled.

Stuart Hamblen

3100 Torreyson Place  
Hollywood, California 90046  
August 9, 1968

RN  
fyi

Mr. Richard M. Nixon  
Bahia Hotel  
San Diego, California

am  
file

Dear Mr. Nixon: •

With your unfailing courage and determination through eight seemingly hopeless years, you clobbered 'em! And magnificently! Congratulations!

I've never heard a man "come on" like you did in your acceptance speech. We usually don't get very het up over television, but we actually applauded you, we were so thrilled with what you said. And my wife was saying "A-men!" and "Praise God!" like she was at an old time Methodist camp meeting.

I appreciate your remark about your running mate becoming well-known through "the tube." The more we hear him, the more we are convinced that he is a great choice.

You probably don't remember, but in 1952 I ran against you and General Eisenhower. Of course--in thoroughbred vernacular--you two crossed the finish line just about the time I got out of the gate. You beat me by millions, but I "showed"--without campaigning. I actually had no political ambitions then, and have none now. But I will give you about three months of my time in any way you may think I can be of service--asking no political favors--asking only that you restore to us the high statesmanship in Washington that we are so bereft of! And this is the confidence I have in you.

Bob  
Seriously  
this might  
be worth  
some thought  
L

Bob Haldeman can fill you in on some details which we have discussed. I would like to pit my Southern drawl against Governor Wallace's in persuading the South to realize that a vote for him is a vote to continue another four years of "The Greater Society." I believe that I can do as much as, and perhaps more than any other man in piercing deeper into the South than just the perimeter. I was born and raised in the South. Like many of those people, I've pulled cotton sacks, slept in corn-cribs, and greeted many a dawn behind a Georgia stock plow, looking over the rumps of sweaty mules. I've lived on corn-bread and beans and I know what poverty is. In fact, when I was a kid, we were so poor that even the poor folks talked about us.

I refuse to just sit back and say that they can't be shown the light. They are good people. Set in their ways, perhaps, but they want law and order and decency probably even more so than the rest of this nation. The majority of them are church-goers, love God and their country, and if they can be convinced that it's not treasonous to vote Republican, you might be surprised to find how deeply into the Deep South you can penetrate. I talk their language. I know how they think. And I don't concede that they can't be had.

Sincerely yours,

Stuart Hamblen  
Stuart Hamblen

SH:v

Call him ✓  
re: where to  
report on 3rd  
Resurrection of Duke

BRYCE N. HARLOW

L [RN]

OK  
[Signature]  
1730 K STREET, N.W.  
WASHINGTON, D.C.

You hold.

August 22

Dear Bob:

I left the Key Issues Committee meeting yesterday, which RN attended, troubled over the Harlow role in the campaign.

From the discussions there I am forced to conclude that my services to RN would likely have damn little value if I delay joining the team until October 1. By then so much will have been said, and so much determined, that I'd have to labor day and night until November 5 just to catch up, and in the meantime would be not a help but a drag.

So I suggest that we rethink the whole bit. Probably I should plan to participate from the beginning to the end, if RN remains convinced that I can be helpful, instead of jumping aboard when the venture is half-way along. On that basis I should probably take leave of Procter & Gamble a few days before take-off to get oriented with staff and procedures and issues -- say, September 5, if take-off is September 10.

I suggest this quite analytically and objectively, not trying to be intrusive or pushy. If it is still believed that the October 1 scheme is preferable for some reason, or if some other arrangement is desired, that's fine. My own judgment, however, is that if I am to be of maximum use our present scheme is faulty.

Leave me know Thy will, sir!

Sincerely,

[Signature]

P.S.: Our idea of "watching Congress" here, during the Sept. session, seems likewise of dubious value. We can pick up by 'phone whatever of consequence happens, and in this rump session not much will happen!

MADISON F. BOYCE  
CHIEF BILL CLERK

PAUL HAYS  
MINORITY BILL CLERK

ASSISTANT:  
MARCEL BEITEL

**U.S. House of Representatives**  
**Office of the Bill Clerk**  
**Washington, D.C. 20515**  
August 21, 1968

*Good Man.*

Mr. H. R. Haldeman  
Nixon for President Committee  
P. O. Box 1968, Times Square Station  
New York, New York 10036

Dear Mr. Haldeman:

It was a pleasure and an honor to have been even the little assistance I was to you at the convention. Although I regret that I was not better qualified to help in your operations, it is gratifying to feel that I was able to contribute in at least some small measure.

I greatly enjoyed meeting Mrs. Haldeman, your children, and Larry and Dolores Higby. They made the week even more memorable than it otherwise would have been.

I look forward to meeting you all again in January. Please do not hesitate to call on me if there is any way I can be of help -- at least I know my way around Washington better than I do Miami Beach.

Sincerely,

*Paul Hays*

Paul Hays

# N

NIXON FOR PRESIDENT COMMITTEE,  
P. O. BOX 1968, TIMES SQUARE STATION,  
NEW YORK, NEW YORK 10036  
PHONE (212) 661-6400

H. R. Haldeman  
Chief of Staff For Richard Nixon

August 16, 1968

Mr. Paul Hayer  
H-324  
The Capitol  
Washington, D. C. 20515

Dear Paul:

Thank you for the many long and tedious hours of help during the convention. I'm sorry that we were unable to keep you busier, but as I'm sure you well know, nothing is as certain in a political battle as uncertainty itself. At any moment the necessity to go somewhere in Miami might have been upon us and the knowledge that you would be available to get us there put that uncertainty to rest.

I hope that your career and education progress satisfactorily during the coming months and look forward to seeing you in Washington in January.

Sincerely,

H. R. Haldeman

HRH:jl

# N

NIXON FOR PRESIDENT COMMITTEE,  
P. O. BOX 1968, TIMES SQUARE STATION,  
NEW YORK, NEW YORK 10036  
PHONE (212) 661-6400

*H. R. Haldeman*  
Chief of Staff For Richard Nixon

August 16, 1968

Mr. Irvine Robbins  
1201 South Victory Boulevard  
Burbank, California 91506

Dear Mr. Robbins:

On behalf of Mr. Nixon, thank you for your generous contribution to the campaign. I assure you it will be put to use effectively.

The convention was unquestionably a success and your offer of assistance will not go unnoticed. I have taken the liberty of forwarding your name to Mr. Bob Nesen, who is coordinating our efforts in the southern California area. He should be in contact with you shortly to discuss in more detail, ways in which you might help.

Again thanks for your contribution and support.

Sincerely,

H. R. Haldeman

HRH:jl