

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>
38	29	08/15/1962	Memo	Dorothy to Loie. Re: Richard Nixon letter to Senator Vern Hoffman. 2pp. w/ attachment [1 duplicate not scanned.]
38	29	08/06/1962	Memo	H.R. Haldeman to Honorable Fred Hall. Re: CRA Board of Directors meeting. 1pg.
38	29	08/21/1962	Letter	H.R. Haldeman to Richard C. Peet. Re: Offer of assistance. 1pg.
38	29	08/21/1962	Letter	H.R. Haldeman to Joseph Martin Jr. Re: Jack McCarthy. 1pg.
38	29	08/21/1962	Memo	H.R. Haldeman to Murray Chotiner. Re: Mrs. Marion Ganong, offer of assistance. 1pg.
38	29	08/21/1962	Letter	H.R. Haldeman to Richard R. St. Johns. Re: Traffic safety speech. 1pg.

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38	29	08/21/1962	Letter	H.R. Haldeman to AB Hermann. Re: John Flores, offer of assistance. 1pg.
38	29	08/21/1962	Memo	H.R. Haldeman to Murray Chotiner. Re: 10% Trust Deed Companies. 1pg.
38	29	08/21/1962	Memo	H.R. Haldeman to Loie Gaunt. Re: Post-Election and 1963 Speaking Invitations. 1pg.
38	29	08/21/1962	Memo	H.R. Haldeman to staff members. Re: Format for preparing drafts. 1pg.
38	29	08/20/1962	Memo	H.R. Haldeman to Files. Re: Virgil Brown plan to bring Martin Luther King into Nixon campaign. 1pg.
38	29	08/20/1962	Memo	H.R. Haldeman to Charlie Farrington. Re: Celebrities rally on behalf of Richard Nixon. 1pg.
38	29	08/21/1962	Letter	H.R. Haldeman to Joseph Martin Jr. Re: Glen Lipscomb. 1pg.

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38	29	08/21/1962	Letter	H.R. Haldeman to Earl Adams. Re: Mssing letter. 1pg.
38	29	08/20/1962	Memo	H.R. Haldeman to Richard Nixon. Re: Regular contacts with major contributors. 1pg.
38	29	08/20/1962	Memo	H.R. Haldeman to Cris Wright. Re: Rev. W.P. Carter. 1pg.
38	29	08/20/1962	Memo	H.R. Haldeman to Herb Klein. Re: Pat Nixon's schedule committee meeting. 1pg.
38	29	08/20/1962	Memo	H.R. Haldeman to Charlie Farrington. Re: Campaign song. 1pg.
38	29	08/20/1962	Memo	H.R. Haldeman to Richard Nixon. Re: McClellan. 1pg.

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38	29	08/20/1962	Memo	H.R. Haldeman to Richard Nixon. Re: Book project. 4pp. w/ attachment
38	29	08/20/1962	Letter	H.R. Haldeman to Susan Taurog. Re: George Murphy, offer of assistance. 1pg.
38	29	08/20/1962	Letter	H.R. Haldeman to Honorable John Buserud. Re: Dan Bowerman. 1pg.
38	29	08/20/1962	Memo	H.R. Haldeman to Herb Kalmbach. Re: Seeking out good P.R. stories regarding Negros. 1pg.
38	29	08/20/1962	Memo	H.R. Haldeman to Richard Nixon. Re: News Bureau. 2pp. w/ attachment
38	29	08/20/1962	Memo	H.R. Haldeman to Richard Nixon. Re: Deterioration of prestige. 2pp. w/ attachment

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38	29	08/20/1962	Memo	H.R. Haldeman to Charlie Farrington. Re: Richard Nixon's suggestions for campaign material. 1pg.
38	29	08/20/1962	Memo	H.R. Haldeman to Dave Hunter. Re: Traffic safety speech. 1pg.
38	29	08/20/1962	Memo	H.R. Haldeman to Richard Nixon. Re: Advertising - McLain's newspaper. 1pg.
38	29	08/20/1962	Memo	H.R. Haldeman to Richard Nixon. Re: Distribution of "Six Crises" paperback; Reader's Digest reprint. 1pg.
38	29	08/20/1962	Memo	H.R. Haldeman to RHF. RE: Democrats for Nixon program. 1pg.
38	29	08/20/1962	Letter	H.R. Haldeman to Mrs. Leone Baxter. Re: Unpopularizing Brown among California Catholics. 1pg.

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38	29	08/20/1962	Memo	H.R. Haldeman to Charlie Farrington. Re: Celebrities rally for Richard Nixon. 1pg.
38	29	08/20/1962	Memo	H.R. Haldeman to Murray Chotiner. Re: Pat McGee luncheon. 1pg.
38	29	08/20/1962	Memo	H.R. Haldeman to Charlie Farrington. Re: Lena Washington, excellent speaker. 1pg.
38	29	08/20/1962	Memo	H.R. Haldeman to Bob Finch, Herb Klein. Re: Eastern Press. 1pg.
38	29	08/17/1962	Memo	H.R. Haldeman to R.H. Finch. Re: Brown's possible interest in Liberty Savings & Loan. 1pg.
38	29	08/17/1962	Memo	H.R. Haldeman to Ed Selvin. Re: "The California Gridiron." 1pg.

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38	29	08/17/1962	Letter	H.R. Haldeman to K.O. Baker. Re: Contributions. 1pg.

Loie

8-15-62

Dorothy

Assemblyman Bob Monagan called re: an RN letter to Senator Vern Hoffman.

This resulted from conversations in Sacramento with Bob Haldeman, and Bob said he probably told him to send a suggested draft - but he does not recall specific details.

Bob saw the attached before he dashed off this evening - and saw only one thing to question - which has been corrected; namely, as dictated it read "I was pleased to have the opportunity of discussing with you...." -- we checked back with Monagan - and he wasn't sure the conversation with RN took place - that it should be hedged - hence the opening has been changed. Other than that, Bob said to send it along to you and if you saw nothing wrong, to let it go.

One thing, Monagan stressed that Hoffman needed the letter by Saturday - and asked if it could go out tomorrow (Thurs.) airmail special delivery.

suggested letter (as dictated over phone by Assemblyman Monagan)

to:

Senator Vern Hoffman  
Route 1, Box 200  
Acampo, California

Dear Vern:

Your expressions in connection with the problem of salary and inequities among some of our state employee classifications have been brought to my attention. I know there are several different employee groups that fall into the category of requiring adjustment. The correctional officers, I agree with you, are in line for immediate consideration.

I am most interested in the problems of the state employees and if we are to continue to have dedicated, hard-working personnel, they must be treated fairly and equitably. As governor, one of my first acts would be to review the salary program.

Sincerely,

August 6, 1962

Dear Fred:

Thanks very much for your letter in connection with the next CRA Board of Directors meeting scheduled in Sacramento September 22-23.

We certainly appreciate your leaving this open insofar as Dick's appearance is concerned. In all probability, Fred, he will not be able to make this one. Campaign activities at that particular stage will be at fever pitch, as I am sure you know all too well.

Thanks for posting us, and very best regards.

Sincerely,

H. R. Haldeman

Hon. Fred Hall  
President  
California Republican Assembly  
P.O. Box 20110  
Long Beach 1, California

August 21, 1962

Dear Mr. Peet:

Mr. Nixon appreciated very much your letter of August 11th and your generous offer of assistance. Since this area is the direct responsibility of the campaign organization, he has asked me to reply.

Needless to say, we are most grateful for your thoughtfulness in writing us. Certainly you could be of real help in the light of your past activities. At this time, however, our staff assignments have been completed and because of budget limitations, we do not anticipate expanding beyond present limits. Also, as I am sure you will quickly understand and appreciate, every effort has been made to utilize Californians in the key spots, most of which now are filled.

I do want to assure you we appreciate receiving offers like yours, and regret only that it is impossible for us to take advantage of them.

Again, our thanks for your thoughtful letter.

Sincerely,

H. R. Haldeman

Mr. Richard C. Peet  
1407 35th Street, N. W.  
Washington, D. C.

August 21, 1962

Dear Joe:

Thanks for your phone call about Jack McCarthy and the August 31st meeting. He has been invited.

While he is here, I'll clarify the travelling angle so there will be no misunderstanding in this connection.

On another subject, I have your letter of August 14th and Mrs. Barbara Dunlap's unanswered letter. These things are always regrettable. We are trying now to supplement the Mail Office staff to correct some of the problems.

Best regards.

Sincerely,

H. R. Haldeman

Mr. Joseph Martin, Jr.  
400 Montgomery Street  
San Francisco, California

Murray Chotiner

Bob Haldeman

Mrs. Marion Ganong

8-21-62

Charlie Farrington talked with Mrs. Ganong, was impressed with her and wanted to take advantage of her availability, having specifically in mind working with the Speakers Bureau. However, she is too high priced and we have no way to solve this one.

47

August 21, 1962

Dear Dick:

I have sent the traffic safety speech over to our experts.

We will certainly keep in mind your group is interested in another assignment. If time permits, you'll probably hear from us.

Many thanks, Dick. It looks to me like you have done a real job - and we're grateful.

Please be sure the background material is returned as this must be available.

Sincerely,

H. R. Haldeman

Mr. Richard R. St. Johns  
O'Melveny & Myers  
433 South Spring Street  
Los Angeles 13, California

August 21, 1962

Dear AB:

We appreciate your comments on John Flores.

Dick Nixon saw his memorandum and was impressed with it.

Flores is now in touch with our Mexican-American Committee and we are hopeful his active participation in this area of activity will be secured, if not along the lines proposed in his memorandum, at least to the extent of offering his background, experience and counsel to the program that is now under way.

Many thanks, and best regards.

Sincerely,

H. R. Haldeman

Mr. AB Hermann  
Republican National Committee  
1625 Eye Street, N. W.  
Washington 6, D. C.

Murray Chotiner

8-21-62

Bob Haldeman

10% Trust Deed Companies

We do not have access to a list of investors, so there would be no duplication in anything you can accomplish along this line.

You might want to get in touch with Mr. Dennison (see attached memo). He came in to see us in June. I talked with him just before he went before the Grand Jury. As Herb's memo indicates, he was completely exonerated. The man who referred Dennison to us turned out to be a questionable character, but Dennison himself might be able to give you some help.

Loie Gaunt

8-21-62

Bob Haldeman

post-election and 1963 speaking invitations

I agree -- the policy has to be more clear-cut. It should be an RN turndown per your draft letter reply on the basis of no commitments beyond the election. The Schedule Committee can then hold for follow-up.

It pays to be cantankerous once in awhile.

**MEMORANDUM**

**August 21, 1962**

**To: C. Farrington  
B. Frey  
G. Gracovick  
H. Klein  
S. Koss  
D. Hunter  
A. Hecow  
S. Quinn  
J. Reynolds**

**From: Bob Haldeman**

**Whenever any material, i.e. draft of a statement, letter etc., is sent to HH, it should show in the upper right hand corner the name of the person who prepared and/or approved it.**

**Please be sure this procedure is followed from here out.**

Files

8-20-62

Bob Haldeman

Virgil Brown (phone called referred by Betty McVey)

cc: Betty McVey

Virgil Brown came in last week. He has a plan to get Martin Luther King elected President of the Baptist Convention in September and then bring him out to California to campaign for RN.

We discussed this in some detail, and he is going to pursue further the possibility of Dr. King taking a hand in the campaign.

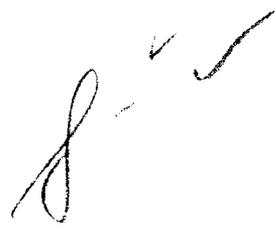
We will await further word from Mr. Brown.

Phones: EX 3-8981 Office  
EM 1-6961 Home

Charlie Farrington

8-20-62

Bob Haldeman

A handwritten signature or set of initials, possibly 'S-H', written in dark ink. The signature is stylized and somewhat cursive, with a large loop on the left side and a checkmark-like flourish on the right.

While in San Francisco last week, I learned from Phil Boone that Morton Sidley of KHJ here in Los Angeles wrote him that he (Sidley) was putting on a big Hollywood star rally in behalf of RN.

Will you please find out what this is all about?

August 21, 1962

Dear Joe:

Thanks for your note of August 20th. I have written Steve Hess that you have followed through with Glen Lipscomb. Let us know when you hear from him and we'll decide the next move.

Best regards.

Sincerely,

H. R. Haldeman

Mr. Joseph Martin, Jr.  
400 Montgomery Street  
San Francisco, California

August 21, 1962

Dear Steve:

Attached is copy of Joe Martin's letter to Glen Lipscomb regarding the possible violation of the Hatch Act, and also copy of his note to me.

If, as you stated, our case is 100% valid, the main thing is to keep it going.

Best regards.

Sincerely,

H. R. Haldeman

Mr. Steve Hess  
1725 Eye Street, N. W.  
Suite 912  
Washington, D. C.

August 21, 1962

Dear Earl:

We've made a thorough search for the communication from Mr. Harrell J. Harrell on the subject of water. We have been able to find absolutely no record of such a letter ever being received.

Coincidentally, however, in checking the files, on August 13th a contribution of \$100.00 was received from Mr. Harrell through Mr. Dana Smith. The information was transmitted to the office on August 14th and on August 15th, a letter from Dick in acknowledgment of the contribution went out to Mr. Harrell. However, this is the only record of anything being received from Mr. Harrell, whose address is shown as 2621 West Main Street, Visalia.

I would suggest in this case, as we always do in similar ones, that it would be helpful if Mr. Harrell could send a duplicate of his letter, showing the date the original was written. It is entirely possible this occurred in 1961 when the Nixon mail was at its heaviest following his return to California. There were, unfortunately, some instances where letters were lost in the avalanche. However, it would be interesting to find out exactly when his letter was written and how it was addressed.

At the moment, the files reveal nothing on Mr. Harrell except his very recent contribution and Dick's prompt acknowledgment.

Best regards.

Sincerely,

H. R. Haldeman

Mr. Earl Adams  
Adams, Duque & Hazeltine  
523 West Sixth Street  
Los Angeles, California

cc: Mr. Ray Arbuthnot

RN

8-20-62

Bob Haldeman

Your August 15 memo re: regular contacts with major contributors.

We have been developing plans for similar activity  
and will add your suggestions to same.

We all agree this is very important.

**Cris Wright**

**8-20-62**

**Bob Haldeman**

**Rev. W. P. Carter**

**cc: Herb Kalmbach**

**I understand Reverend W. P. Carter of the Calvary Baptist Church in Santa Monica is a Republican and strongly pro-Nixon. Has he been approached and is he working in the campaign?**

Herb Klein

8-20-62

Bob Haldeman

Pat Nixon's schedule committee is meeting at 1:30 P.M.  
Wednesday, August 22, at the law office (Pacific Mutual Bldg.).  
I think it is extremely important that you be there.  
The committee includes Gladys O'Donnell, Pat Hitt, and Alice  
Leopold.

Charlie Farrington

8-20-62

Bob Haldeman

Campaign Song

There is a lot to be said for campaign songs, but frankly I am of the very definite opinion that if a song is not consistently plugged, no one ever knows it - learns the tune, the words or knows what it's all about.

I am not doubting your musical ear - but I don't think we have the time or money to devote to this project -- and to get it across, it would really be a project.

*See what you can do*

RN

8-20-62

Bob Haldeman

I have asked for a rundown on where McClellan is - what he is doing, etc.

Meantime, I can assure you he has covered a tremendous amount of ground in the out counties organizational and fund-raising programs so that they will be set up and operating. He plans to concentrate from here on in Los Angeles county.

A complete report will follow shortly.

August 20, 1962

Dear Earl:

Ray Arbutnot handed me the note from Bill Jones which you had passed along to him.

With regard to Frank Seaver's \$5,000 contribution to Dick's campaign, this must have been for the Presidential campaign since, as you know, he was on the other side during the primary. I agree he was entitled to more recognition than a printed receipt, but unfortunately we had no control over the receipt and handling of contributions to the Presidential campaign.

I am checking on Harold J. Harrell's letter and will be sure this is taken care of if indeed we received a letter from him. I can assure you we are doing everything possible to avoid this type of thing, and find more and more that many of these complaints either go back to 1960 or are the figment of the complainant's imagination. However, please don't hesitate to bring these to our attention so we can check them out.

Best regards.

Sincerely,

H. R. Haldeman

Mr. Earl Adams  
Adams, Duque & Hazeltine  
523 West Sixth Street  
Los Angeles, California

RN

8-20-62

Bob Haldeman

While I have covered with you verbally most of the points listed in your memorandum of July 25th, I will recap present status herein:

- 1) Al Moscow has had the responsibility for the book project with regard to libraries etc.
- 2) Mrs. Virginia Wilson (recommended by Murray) is in charge of the paperback book distribution project. 25,000 copies have been ordered. Plans for distribution and follow-up will be handled by Mrs. Wilson and her committee set up solely for this purpose. They will be given the recommendations covered in your several memoranda. We are also going to use the leather bound version and are developing plans for it.
- 3) Distribution of the Reader's Digest article will be set up according to the recommendations in your memo to the maximum extent possible; however, part of the distribution plan outlined in my original proposal will accomplish some of the goals you have stated, and I do not think it should be completely abandoned.
- 4) Charlie Farrington is in charge of campaign literature. You have seen several basic pieces which are now in production. As you know, a number of the other pieces, i.e. those suggested by Paul Keyes, are also in preparation.
- 5) Murray Chotiner is responsible for the attack group, and in this capacity is guiding the activities of Jerry Reynolds and the investigative arm of the research group; Don Jackson and use of the McDonald files; Bill Price who is doing special investigation.
- 6) Murray will also take the responsibility for "Free Democrats". As you know, Kalmbach is not negotiating with Moore. This is being handled by Nate Jacobs' agency and is completely separate from the campaign organization.

(2)

- 7) The responsibility for women's clubs outside of the Republican Clubs is divided. Ivy Stevens will be covering the area you suggested for her, i.e. top level women executives etc., although she tells me her activity will have to be very limited due to doctor's orders. My mother is working with a group of the younger Junior League types, and also bringing the Lungren types into this activity. Rose is going to talk to Bea Linville regarding Business & Professional Women.
- 8) I still don't have the guy to be in charge of the drive for young executives, but am pushing on this.
- 9) As far as I can determine, Bill Ross has quit giving us the needle and our relations at the moment, at least, are pretty good with Baus & Ross, so don't think we should take positive steps at this point.
- 10) We have gone over the master schedule with you.
- 11) I am revising the priority list of expenditures and will go over the new draft with you this week.
- 12) We had an ideal volunteer all set to take charge of mail, but she had a heart attack the first week on the job. We are now trying to line up a replacement. Meantime, Oakley Hunter has agreed to work with Lois on special mail relating to California political problems and, as you know, Lichenstein is now able to take on some of the work.
- 13) We have set up a Schedule Committee for Pat consisting of Gladys O'Donnell, Pat Hitt, Herb Klein, Rose Woods, Alice Leopold and myself, with Bessie Newton as secretary and staff member responsible for Pat's itinerary. This group is meeting Wednesday.

## Nixon for Governor

~~CONFIDENTIAL~~

To: **Bob Halderman**  
 From: **RN**  
 Subject:  
 Distribution:

Date: **July 25, 1962**

I need for my own guidance the names of people who specifically are going to take responsibility for the following projects:

- (1) My book project with regard to libraries and purchases by individuals like Gainey, et. al. On this one, I admit I will have to do something but I want to know what you are doing.
- (2) The paper back project. What is the plan for distributing it in California?
- (3) What about the Reader's Digest?
- (4) Who is in charge of campaign literature? In this field I need to see the basic literature, particularly with regard to any statements of mine or positions -- just to read it quickly. What are the plans for literature? Specifically, here, one thing that I constantly still get questions on is when are we going to get our issues summary out?
- (5) The attack group.
- (6) The positive drive for the Democratic votes. In that connection I am concerned about having Kalmbach negotiate with More. I think you ought to get this away from your office and get it in the hands of some independent group or at least someone more sophisticated than Kalmbach handling it.
- (7) The women's groups. Who is responsible for these? In the case of organized women -- Gladys O'Donnell is going to handle that. I am referring to who is going to conduct the drive for women outside of the Republican Clubs so that we get a real active, live group -- particularly among those wives of professional and business types -- the Junior League types, the Lungren types, etc.
- (8) Who is going to be in charge of the drive for young executives -- the male opposite number of the women referred to above.
- (9) You referred to the fact that Bill Ross was giving us the needle. The counterattack here is to have one of his clients take him to task. Give me a report on what you can do on this score.
- (10) We really have to see a master schedule for the campaign and I think we have to see it before we get up to the state convention. Go forward and prepare a suggested timing for me on this.
- (11) Also before we get there I would like to see a priority list with regard to our expenditures in the campaign so that we can appraise our efforts in terms of geographical areas, media, emphasis, etc.

(12) Who is in charge of Mail?

(13) Who is in charge of Pat's schedule?

August 20, 1962

Dear Sue:

George Murphy is most anxious to be of all possible help.

It might be advisable to drop him a note or phone him to let him know we are counting on him. His phone number is HOLLYWOOD 7-1101.

Best regards,

H. R. Haldeman

Mrs. Norman Taurog  
529 N. Hillcrest Road  
Beverly Hills, California

cc Dick Ports

August 20, 1962

Dear John:

I have your letter of August 16th addressed to Dick Ports and was very interested to get the information regarding Dan Bowerman.

I know Dick Nixon will appreciate having this information and any recommendations you may have in connection with the matter.

Best regards.

Sincerely,

H. R. Haldeman

Hon. John Buserud  
235 Montgomery Street  
San Francisco, California

**Herb Kalmbach**

**Bob Haldeman**

**8-20-62**

**Chuck Williams should be given the assignment of consistently seeking out good P.R. stories regarding Negroes in the campaign so that we keep publicity activity going in this regard.**

RN

8-20-62

Bob Haldeman

The News Bureau now consists of Quinn and Zeigler since Reynolds has been detached and assigned to Research to handle investigations and preparation of attack material for other people.

Moscow has a series of other responsibilities covered in an earlier memo to you.

Quinn and Zeigler have been handling a few research-investigations and will continue to be available for this type of activity. They also have been working on up-dating of our records re: newspaper, radio, TV personnel, and Zeigler spends a great deal of time handling routine day-to-day requests and inquiries from the press statewide.

Herb Klein is now responsible and I presume he will want to do some reorganizing.

INTER-OFFICE MEMORANDUM

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

To: **Bob Haldeman**

Date: **August 14, 1962**

From: **RN**

Subject:

Distribution:

**What in particular is the News Bureau doing  
each day now?**

RN

8-20-62

Bob Haldeman

Your memo of 8/6 re: deterioration of prestige

As you know, most of the campaign group -- especially the advertising and P.R. people -- have always agreed strongly with Leone Baxter's position that we should not lose the advantage you have of being on a higher level than Brown. I think this has been reflected in literature, advertising etc. but not in scheduling for the primary, nor in press releases and background stories. I think our basic plan for the fall campaign provides the opportunity for campaigning in a way that emphasizes our strength rather than further deterioration, and we will keep this in mind in all planning from here on out.

**N i x o n   f o r   G o v e r n o r****CONFIDENTIAL**To: **Bob Haldeman**Date: **August 6, 1962**From: **RN**

Subject:

Distribution:

For consideration of your public relations approach and as effects our literature, color stories, scheduling, etc. I have noted in looking at polls in depth that one of our major assets is the fact that I have been Vice President, and that this asset is substantially deteriorating. One of the reasons for this deterioration is, of course, lapse of time since holding office.

But from my conversations with several people part of the reason is due to our own tactics. We have been listening so much to the group that says as Jim Bassett did a few months ago, "Nixon must forget that he was ever Vice President and act just like Brown does -- be a candidate for Governor." That has affected everything we do. There is a subtle problem here which Leone Baxter emphasized to me again when I saw her in San Francisco. She feels it is vitally important that we not lose the real advantage I have of being on a higher level than Brown from the standpoint of the offices I have held and the prestige we have had. She thinks that we have fallen into Brown's trap by trying simply to "do as Brown does" rather than to campaign in a way that emphasizes our strength. Kick this around the next time you have a public relations group; bringing up the subject may help to set some of those right who are making the same argument that Bassett has made. You might tell them about the polls in depth to which I referred and see what they can come up with in a way that we can make use of our asset.

Give me a report at your convenience as to what changes and emphasis we can make to handle this problem more effectively.

(see below)

8-20-62

Bob Haldeman

Carol Arth, C. Farrington, Herb Kalmbach, Dan Waters

To confirm recent discussions, may I please have from you by Thursday, August 23rd, a brief rundown on what you have accomplished since the primary and where we stand on the various projects for which you are responsible.

This should not be a voluminous report, but rather a quick outline of what has been done and where we are, and should be prepared for RH's information, but sent to me.

**Charlie Farrington**

8-20-62

**Bob Haldeman**

**Please check with Murray about an excellent piece of literature prepared for RN in the Life format for the '50 campaign by Bob Girvin.**

**RN feels we should consider this as one type of literature we might use in this campaign.**

**He also thinks we should make wide use of photographs, cartoons etc. along the lines Paul Keyes has suggested.**

**Dave Hunter**  
**Bob Haldeman**

8-20-62

Some time ago, Dick St. Johns said he had a group of young lawyers who wanted to try their hand at drafting an RN speech. Research supplied some material on traffic safety, and they have now come up with the attached.

If you think this source can be helpful, they have indicated their desire to take on another assignment.

The traffic safety background data will be returned within a week or two.

EH

8-20-62

Bob Maldeman

Advertising - McLain's newspaper

cc: Don Frey

Part of Moore's program with the "Free Democrats" is to work with Senior Citizens. We have investigated the possibility of advertising in McLain's paper in order to reach this group. All of the advertising, public relations and political people with whom I have discussed this feel it would be a mistake since we would be able to reach only a very small percentage and essentially it would be those who are already strongly against us.

It is felt it would be much more productive to direct our efforts towards those potentially interested in shifting to us.

McLain's following and his paper's circulation have dropped off greatly, and while they obviously have some nuisance value, it is doubtful we can accomplish much in the way of winning votes from this group.

RM

8-30-62

Bob Haldeman

Distribution of Paper Back Edition of "Six Crises" and  
Reader's Digest Reprint.

My general memorandum covered this subject briefly, but this is to confirm that we will set up a key program to rifle shot the Reader's Digest reprint into key Mexican areas and other heavily Democratic - Catholic areas. We will also look for other specific groups who would be potentially against us, but who might be affected by this piece.

The plans for distribution of the paper back "Six Crises" will be firmed up immediately. We will follow the guideline of selling them at 80¢ or less, if possible, and will concentrate on those areas where we can get maximum effect.

RHF

8-20-62

Bob Haldeman

This is to confirm my understanding from our last meeting with RN that you are handling the Democrats for Nixon program.

This involves lining up immediately a group of key Democrats to meet with RN next week or the week after Labor Day, primarily for publicity purposes.

It seems to me this group should include Wayne Griffin, who appeared on the Telethon, Ed Heavey from San Francisco and others of this type you feel should be brought in for this meeting. Cris Wright has several good Negro Democrats and you will probably want one of them in the group also.

*Also Irving Zucker*

August 20, 1962

Dear Leone:

I had hoped to be able to discuss a couple of things with you when I was there last week, but there obviously was no opportunity.

I especially wanted to go over one of the points you raised in your letter of July 12th regarding your suggestion of a plan to unpopulize Brown in the Church -- brought in by a group of Catholics. I wonder if this is anything you would be able to give me some further thoughts on by mail? If not, we should try to discuss this at the earliest opportunity.

The Democratic effort by disenchanted Democrats which you also mentioned is under way and I think will be very worthwhile.

I know Nick Ruwe has been in touch with you regarding your suggestion of a meeting with 12 of the top people in San Francisco, and I hope this can be worked out.

Best regards.

WIN WITH NIXON!

H. R. Haldeman

Mrs. Leone Baxter  
Whitaker & Baxter International  
The Fairmont  
San Francisco, California

**Ed Slevin**

**8-20-62**

**Bob Haldeman**

**Please check with Leone Baxter  
regarding the candidate who ran against Maillard's  
opponent for Congress and was defeated. This fellow is,  
according to Leone, ready to come out for RN.**

**Charlie Farrington**

**Bob Haldeman**

**8-20-62**

**While in San Francisco last week, I learned from Phil Beene that Morton Sidley of KHJ here in Los Angeles wrote him that he (Sidley) was putting on a big Hollywood star rally in behalf of RN.**

**Will you please find out what this is all about?**

Murray Chotiner

8-20-62

Bob Haldeman

I understand Pat McGee is having a luncheon *Aug. 27*  
for himself featuring Knight and Shell as the speakers.  
Shell will be announced as Chairman of his Executive  
Committee at the luncheon. It has been suggested that  
somebody in the Nixon campaign should also be featured  
on the program, i.e. Chad McClellan - perhaps presenting  
an award to Knight - or to Pat McGee - or something. Could  
you get something going along this line?

**Charlie Farrington**

**Bob Haldeman**

8-20-62

**Ed Slevin feels Lena Washington, in the State Central Committee Office, would be an excellent speaker and urges that we try her on one or two speaking assignments to see if this is the case.**

Bob Finch and Herb Klein

8-20-62

Bob Haldeman  
Eastern Press

Re: attached memo from RN, do either of you have any  
nominations for this?

**R. H. Finch**

**Bob Haldeman**

8-17-62

**cc: Murray Chetiner**

**From a source believed to be  
reasonably reliable, we have heard that Brown has  
acquired an interest in Liberty Savings & Loan,  
Beverly Hills. Can you check this out?**

Ed Slevin

8-17-62

Bob Haldeman

"The California Gridiron"

Dear Ed:

Thanks for passing this along to us. I don't think this is in the cards. Am returning the letter since it is addressed to John Krehbiel and you will probably want to be sure it is acknowledged.

August 17, 1962

Dear Mr. Baker:

Thanks very much for your three letters of August 16th advising us of contributions received and earmarked for the Nixon-for-Governor campaign.

This information is being passed along to our Treasurer and appropriate acknowledgments will go out.

Sincerely,

H. R. Waldman

Mr. K. O. Baker  
Finance Director  
United Republican Finance Committee  
914 South Olive Street  
Los Angeles 15, California