

Richard Nixon Presidential Library
White House Special Files Collection
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62	10	n.d.	Memo	Handwritten note. 1 pg.
62	10	n.d.	Memo	Notes about the campaign. 2 pgs. Attached to previous.
62	10	08/23/1962	Memo	Memo to Rose Mary Woods to Bob Haldeman. 1 pg.
62	10	08/23/1962	Letter	Letter from H.R. Haldeman to Bernard Weinberg. 1 pg. Attached to previous.
62	10	08/21/1962	Letter	Letter from Bernard Weinberg to Bob Haldeman. 1 pg. Attached to previous.

Copy delivered to

Bernie Weinberg

10/24/68

AM.

per HRH

Because of the sharp attacks on Nixon in the primary by Shell and his followers, all voter opinion polls in California showed that Nixon started the fall campaign somewhere between 5 and 10 points behind Brown.

As of three weeks before the election, all these polls show Nixon and Brown neck and neck - with Nixon's stock steadily rising and Brown's steadily falling.

Since the polls measure preference of all registered voters (not just those who will actually vote on November 6) and since the Democratic vote turnout on election day is always at least 3% and usually 5% - 7% lower than Republican turnout - an even race in the opinion polls would indicate a Nixon victory by a minimum of 135,000 (3% of 4,500,000).

Every indicator shows that the Nixon campaign is continuing to gain and Brown continuing to lose. Brown forces counted on the JFK visit to vitalize the extremely low morale and interest of their workers and voters. Without this visit, they are in even deeper trouble.

Private telephone poll by Nixon organization (by same process which proved to be precisely accurate in 1960) has now completed 60,661 calls to Democrats in Southern California. 19.1% of these Democrats are firmly for Nixon and an additional 22.6% are undecided between Nixon and Brown. Nixon only needs 16% of the Democratic vote

to win; on an even split of the undecided, he would get over 30%. In Northern California, 116,986 calls have been completed. 10.6% of these Democrats are for Nixon and 20.2% are undecided. With an even split of the undecided, Nixon would get over 20%.

Thus, while Nixon only needs 16% of the total statewide Democratic vote, it now appears that he will receive about 25% or a little more. This percentage is moving steadily upward as more calls are completed -- it was 22% a week ago.

Nixon's Republican vote solidified at 91% several weeks ago and has stayed there ever since.

Rose Mary Woods

8-23-62

Bob Haldeman

Haldeman

In a note just received from Bernie Weinberg,
he asks if RN would like to take time for a golf game.
If so, this might take care of the fact Bernie was not
included in the receptions.

August 23, 1962

Dear Bernie:

Thanks very much for sending
along the LIFE memo.

I'll certainly ask Dick
about the golf date, and am sure he'll
appreciate your thoughtfulness.
We'll see if we can't work something
out.

Best regards.

Sincerely,

H. R. Haldeman

Mr. Bernard Weinberg
6523 Wilshire Boulevard
Los Angeles 48, California

Milton WEINBERG ADVERTISING Company

6523 WILSHIRE BOULEVARD • LOS ANGELES 48 • CALIFORNIA • OLIVE 3-2300

BERNARD WEINBERG, President

August 21, 1962

Mr. Robert Haldeman
Nixon Headquarters
3908 Wilshire Boulevard
Los Angeles 5, California

Dear Bob:

Here's the LIFE memo. Good luck!

Incidentally, ask Dick if he would like to take a day off and play golf at Hillcrest. Might be good for him physically and financially.

Best regards,



Bernard Weinberg

BW:mcb

Enc.

*Ask + talk
tell him I'll
ask Dick about
the golf
I agree he should
try to do it
then memo to
R.W.
relay golf invite
& suggest this
would take care
of Bernice's not
being included
in reception
if R.W. does
want to play*