

Richard Nixon Presidential Library
White House Special Files Collection
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
62	21	08/20/1962	Memo	Memo from RN to Bob Haldeman. 1 pg.
62	21	08/15/1962	Memo	Memo from Bob Haldeman to RN. 1 pg. Attached to previous.
62	21	08/20/1962	Memo	Memo from RN to Bob Haldeman about CDC Convention. 1 pg.
62	21	08/17/1962	Memo	Memo from Bob Haldeman to Herb Kalmbach. 1 pg.
62	21	08/14/1962	Memo	Memo from RN to Bob Haldeman. 1 pg. Duplicates not scanned. Attached to previous.
62	21	08/15/1962	Memo	Memo from RN to Bob Haldeman. 2 pgs.

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62	21	08/20/1962	Memo	Memo from Bob Haldeman to Bob Finch and Herb Klein about Eastern Press. 2 pgs including attachment.
62	21	08/15/1962	Memo	Memo from RN to Bob Haldeman about Delfian Group. 1 pg. Duplicate not scanned.
62	21	07/25/1962	Memo	Memo from RN to Bob Haldeman. 1 pg. Duplicates not scanned.
62	21	08/09/1962	Memo	Memo from Bob Haldeman to RN. 1 pg.
62	21	08/03/1962	Memo	Memo from John Kalmbach to Dorothy Wright about Crenshaw opening- Mrs. Nixon and daughters. 2 pgs. Attached to previous.
62	21	07/25/1962	Memo	Memo from RN to Bob Haldeman. 1 pg. Duplicates not scanned. Attached to previous.
62	21	08/13/1962	Memo	Memo from RN to Bob Haldeman about Nick Ruwe. 1 pg.

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62	21	07/23/1962	Memo	Memo from Bob Haldeman to RN about Charles McIntyre. 1 pg.
62	21	07/24/1962	Report	Memo from Bob Haldeman to RN. 1 pg.
62	21	07/24/1962	Memo	Memo from Bob Haldeman to RN about State Committee appointments. 1 pg.
62	21	07/26/1962	Memo	Memo from Bob Haldeman to RN about Summer program. 3 pgs.

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62	21	08/06/1962	Memo	Memo from RN to Bob Haldeman. 1 pg.
62	21	07/16/1962	Memo	Memo from RN to Bob Haldeman about Don Blair. 1 pg.
62	21	06/25/1962	Memo	Memo from Bob Haldeman to RN about Legal Aid appearance in San Francisco, August 2nd. 1 pg.

INTER-OFFICE MEMORANDUM

Nixon for Governor

~~CONFIDENTIAL~~

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12358, Section 1.1

To: Bob Haldeman By RP MARS, Date 4/10/87 Date: August 20, 1962

From: RN

Subject:

Distribution:

I agree with Bunje with regard to Steve Hess on the farm thing.
Bunje is so darned pedestrian that we can't get his stuff in the papers.
Let's try Hunter on the farm material. I will keep this in mind --
I know this problem exists -- but, let's Try Hunter.

INTER-OFFICE MEMORANDUM

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

To: RN

Date: 8-15-62

From: Bob Haldeman

Subject:

Distribution:

(CONFIDENTIAL)

Ralph Bunje feels very strongly that while Steve Hess may be a great speech writer, his limitations in the farm area are great.

He urges that you not use Hess for preparation of the farm speeches to be made during the campaign. He feels that Hess does not grasp the problem and, more importantly, that his tricky and colorful phraseology will not set well at all with the farm group.

Nixon for Governor

Murray

To: Bob Haldeman
From: RN
Subject: CDC Convention
Distribution:

Date: August 20, 1962

you ball
H

I noted that the CDC met in convention over the last weekend and put out a news story to the effect that my statement with regard to their having come out for the admission of Red China to the UN was inaccurate.

Give me a report on what our counter-attack group did with regard to this statement. Needless to say, it is most important on an issue of this type which we want to keep alive to get into every kind of controversy we possibly can when they raise the issue.

Herb Kalmbach

8-17-62

Bob Haldeman

Will you give me, as quickly as possible,
a rundown on Chad's activities - just a general
summary - since the Primary, as well as his plans from
here on out?

Nixon for Governor

DW

To: **Bob Haldeman**

Date: **August 14, 1962**

From: **RN**

Subject:

Distribution:

Where is McClellan -- what is he doing? We
have to get moving here.

ASK HK to give me
a rundown on Chad's
activities - a general
summary - since the
primary. I his zeal
Plans from here on out.
A

Nixon for Governor

the meeting

To: Bob Haldeman

Date: August 15, 1962

From: RN

Subject:

Distribution:

*cc to Haldeman
"Do"*

It has occurred to me that some regular contacts with major contributors would be helpful, both in stimulating more contributions and in giving them the information which they will proceed to spread among their colleagues in the financial and business community. For example, sending copies of Ralph de Toledano's column to all contributors of over \$1,000 with Maury Stans or Chad McClellan's card on it might be one step in this direction. If we get some concrete articles indicating major financial intervention by the Unions or from outside the state by our opposition these might well be sent out to the same group. A typewritten letter to this group from either McClellan, Stans or Haldeman around the tenth of September indicating a run-down on how our campaign organization is set up, some of the key names of leaders in the organization, and our plans for the initial stages of the campaign would be another possibility. This letter should be written with the thought in mind that it might become public knowledge but should be marked personal and contain information that the recipient will feel is for him alone and gives him the inside dope on what the campaign is doing.

A letter from me, possibly one after our first campaign swing, between the 20th of September and the 1st of October, and another around the 15th of October to the same group of contributors of \$1,000 or over might also be a good idea. None of these will be useful unless they are marked personal and typewritten but if this group should receive from me on two or three occasions during the campaign a letter indicating how the campaign is going and what the prospects are it might be most effective for our general cause. Under no circumstances should any of the communications I have mentioned be

accompanied with a direct appeal for funds.

Get me the number of people who would be involved in such an operation and get the thoughts of some of our own people as to whether this might be a good exercise. It is possible that we might consider expanding the list to include key publishers and other opinion makers as well as a very few top volunteer chairmen in our campaign organization. The whole drill, however, loses its impact if it becomes a mass mailing. It must be an individual approach to key people.

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?**

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

To: **Bob Haldeman / Bob Finch / Herb Klein**
From: **RN**
Subject: **Eastern Press**
Distribution:

Date: **July 25, 1962**

When Lou Guylay was in the office today, he said that if we had a good Los Angeles or San Francisco business type who is politically sophisticated and who comes to Washington, Lou would give a little off-the-record session for some of the press guys. If we can have the right man, he could do a little brain washing -- this should not be anyone who is known as an active political leader.

Handwritten notes:
in Haldeman
10/10/62
()

Nixon for Governor

8/20
Here
Kainback

To: **Bob Haldeman**
From: **RN**
Subject: **Delfian Group**
Distribution:

Date: **August 15, 1962**

Here's one
example
what do I
tell him?

When I spoke to that Delfian group all those top officers were for us. What has been done to follow up on them? There was a Mrs. Douglas and a Mrs. Savage -- I remember particularly.

Sum vity

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

To: Bob Haldeman
From: RN
Subject:
Distribution:

Date: July 25, 1962

One thing Stans told me is that in getting finances one of the greatest roadblocks is the concern that our campaign is not well organized. When I pin him down, this concern comes from individuals who do not get their mail answered or calls returned adequately from campaign headquarters. By adequately, I mean by top people. I think this should impress on all of us the great importance of mail, not just to VIP's but to others as well. This is something that is talked about and other people hear about it. It also points up the necessity to get two or three more impressive people in the campaign organization so that we can at least put on a front which will be as good as what I know is the performance in most instances.

At the present time, Loie has the responsibility for mail on herself alone. It is of the highest priority that you find someone to assume some of this burden.

*8/10
RN
I agree + we are
making some progress
on my detail
memo. "
N "*

RN

8-9-62

Bob Haldeman

I have covered verbally with you the situation regarding Pat's attendance at the Englewood opening where they had 15 people out in the street.

As I mentioned, this appearance was set up directly between the local people and Pat, going through your office; consequently, the campaign organization was not even aware of the plan and so in no way was able to stop it or beef it up.

Until Bessie gets here, I think it is imperative that all Pat's appearances be checked with the campaign schedule office prior to acceptance so that this type of thing will not recur. After she gets here, I assume she will be responsible for Pat's plans and we will set up a specific procedure for handling all of her activities.

INTER-OFFICE MEMORANDUM

Nixon for Governor

memo to R
PER NAOMI BISHOP

To: Dorothy Wright

Date: Aug. 3, 1962

From: John Kalmbach

Subject: Crenshaw Opening - Mrs. Nixon & daughters

Distribution:

Mr and Mrs Nixon became aware of the Nixonettes (from Hawthorne & Inglewood) at the El Segundo Rally a couple of months ~~back~~ back. Evidently they took a fancy to these particular Nixonettes and invited them to ride in the caravan that visited the headquarters the day before the Primary. During the time of the ride the Nixon girls became well acquainted with Murine Ridelich's daughter. Mrs Ridelich is the woman who organized the Hawthorne - Inglewood Nixonettes & did such a good job with them.

The Crenshaw group decided that they should have a Crenshaw Opening but were undecided as to how to label it. They were told by a Carolyn Sigler that she would be happy to donate a flag and the opening could be built around that theme. The Future Republicans, comprised of young boys and girls handled the whole event and came up with the idea of asking Trishaa & Julie to be present for the presentation with Trish making the presentation.

INTER-OFFICE MEMORANDUM

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

To:

Date:

From: ,

Subject:

Distribution:

The Nixonette group advised that the people downtown were the ones to talk to regarding the possibility of Pat Nixon and daughters attending, and this evidently would have been Murine Ridlich but am not absolutely sure. Anyway a letter was written to Mrs Nixon ~~inviting~~ she and her daughters to the opening with Trishia doing the presenting of the flag.

As far as I know the whole thing was a success and came off without a ripple.

J.

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

To: Bob Haldeman

Date: July 25, 1962

From: RN

Subject:

Distribution:

Pat is willing to do, as you know, several separate events but I do think it is important not to have those events be just willy-nilly without regard to whether there has been any checking on them. For example, they sent her out to the Englewood opening yesterday -- they had 15 people out in the street. It was embarrassing to her but more than that, it was embarrassing to the campaign. I don't know who did this but you just don't do that.

I do want them to check this out -- there should be a routine check -- see whether or not it is the kind of meeting she should go to.

(We need to get Pat's schedule committee set up too. On this I think we should have Gladys, Pat, Valley or someone like that and maybe another woman representing a different group - RMW)

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

To: Bob Haldeman

Date: August 13, 1962

From: RN

Subject: Nick Ruwe

Distribution:

I think Nick Ruwe is being wasted by being my chauffeur. I think with his knowledge of the state and his ability to talk to people effectively on the phone and in person he ought to take on a major responsibility on planning of campaign schedules and of handling advance work.

I would like to have this move made immediately.

*So who drives him around?
Brack?*

*ref to RN
8/14
"Brack Haldeman will
take over chauffeur
immediately. Nick
will handle schedule
& advance work"*

INTER-OFFICE MEMORANDUM

Nixon for Governor

To: Bob Haldeman

Date: August 9, 1962

From: RN

Subject:

Distribution:

Would you please inform anyone who might be working on literature or speeches for me that I never refer to President Eisenhower as just "Eisenhower."

8/9
CF + SS
11:03e sure we
catch this
in all the
material
D "

Nixon for Governor

To: **Bob Haldeman**

Date: **July 23, 1962**

From: **RN**

Subject:

Distribution:

The other day when I met with the Assemblymen for lunch the subject of who was actually in charge of my campaign came up. I told them you were.

One of the things that seemed to be upsetting a lot of people was that they thought Spencer was in charge of my schedule but I told them you were in charge of the entire campaign -- that Spencer is not running the campaign scheduling and that he is taking orders from you.

RH
Spencer
in charge of my schedule
but I told them you were in charge of the entire campaign
that Spencer is not running the campaign scheduling and that he is taking orders from you.

Nixon for Governor

To: **Bob Haldeman**

Date: **July 25, 1962**

From: **RN**

Subject:

Distribution:

Here we go again. I saw an article appointing Ruth Watson as Co-Chairman and now I see Tomlinson is appointed.

What is the score -- what goes on?

[Handwritten notes and scribbles, including the initials 'RTH' and various illegible markings.]

RN

7-23-62

Bob Haldeman

Charles McIntyre (Tom Pike's Junior Executive)

We have had several conversations with this fellow on the telephone and an interview on July 2nd, which resulted in his assignment as Assistant to Pat Hillings in the Eastern Division of Los Angeles County. He is available to help evenings and weekends only. Tom Pike has been so advised.

RN

7-24-62

Bob Haldeman

Bill Fetridge tells me the man who accompanied his sister to the Los Angeles airport and to whom you were introduced when they were there to meet Marlene Dietrich, is Mr. Jerome Thor, his brother-in-law. He further states both Mr. and Mrs. Thor are now in Madrid, Spain, where Mr. Thor is making a movie. The word he has is that they will be there the better part of a year. You had thought as a former Democrat, now strongly pro-Nixon, he would be a helpful contact.

RN

7-24-62

Bob Haldeman

State Committee Appointments

John Krehbiel suggests the following for
consideration for your appointments:

George Murphy
Henry Salvatori
Ivy Baker Priest Stevens

I especially concur on Ivy.

I send this
to RMW
rather than wait
for sig.

OK

RN

7-26-62

Bob Haldeman

Summer Program

Listed, by department, are the various activities programmed during the summer months. They are fairly descriptive of what is involved, but if you would like any or all supplemented with details, please let me know.

FIELD

Evaluation and appointment of County and Community Chairmen and Headquarters, integration of selected Shell people.

Acquisition of key Democrats and expansion of Democrat Committees.

Coordination of program with GOP

Registration. Slevin in charge; we provide personnel - each County.

Bumper Strip Squads

Democrat canvas - numbering Precinct Sheets.

Democrat mailing - preparation of lists.

Recruitment of loaned personnel.

CONTACT

WIN - recruiting Occupation Chairmen.

Contact Groups - group mailouts and committees.

Nationality Committees - County basis.

Minorities - Negro, Mexican, Italian.

ACTION

Coffee Hours

Operation Telephone

Nixonettes, Jewelry

Volunteer direction

Key Program

Speakers' Manual

PRESS BUREAU

Revision and classification of release files.

Field tour - calls on TV, Radio, Newspapers;
survey of reaction to services etc.

Release samples and instruction material - local Committees

County Meeting - State Convention

SCHEDULE OFFICE

Re-routing of TD's to other Candidates.

General plan and data for fall campaign.

RESEARCH DEPT.

Completion of Brown book

Mail

Follow-up on leads and tips

Task Force Program

PUBLIC RELATIONS

Brochures and literature - general, special interest.

Advertising Program

Direct Mail - Democrats

Mailing list review and new procedures

Speakers Bureau

Celebrities Committee

INTER-OFFICE MEMORANDUM

Nixon for Governor RN

To: Bob Haldeman

Date: July 20, 1962

From: RN

Subject:

Distribution:

I think Monagan should be either Chairman of Resolutions or Platform.

*Too late - assignments have already been made
Sen Grunsky for Plat form
7-27-62*

To: RN

From: Bob Haldeman

Monagan is slated Chairman of Resolutions;
Sen. Grunsky is Chairman for Platform.

Brasemuch

Nixon for Governor

~~CONFIDENTIAL~~DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12356, Section 1.1To: Bob Haldeeman By RTP NARS, Date 4/10/87 Date: August 6, 1962

From: RN

Subject:

Distribution

*I think this should
have top priority!*

For consideration by research and press people:

The Field Poll had some interesting information with regard to Brown's image. It is very clear that the major points people raise which are negative are his indecision, his position on taxes, and his position on crime.

It is noteworthy that the CDC position is not mentioned which may indicate, of course, that Field pollsters who are notoriously liberal in their orientation did not give people an opportunity to raise that point or did not report it adequately. But whatever the case might be what the poll does do is give us some guidance as to what we ought to hit.

Our pamphlets attacking Brown and statements should have these three lines in them every time possible - indecision, taxes and crime. Research should go forward immediately and prepare a pamphlet, not just the usual kind of general statements which we get from research, but a pamphlet indicating at least 20 examples of indecision where Brown has changed his mind or taken one position and another. I have asked for this before and each time I have been very disappointed in what research has turned up. I want you to ride hard on them and tell them I expect something on this by the end of the week. The same is true on the tax and the crime issue. For example, on the crime issue Brown's failure to support legislation that has been recommended by peace officers is one example. You can tie into the crime thing also his failure to support anti-communist legislation. Any statements on loyalty oaths, etc.

On the tax front a similar pamphlet or paper should be developed on that.

This is a number one priority project. I would like for you personally to follow up on it to see that the facts are dug out and then that they are put together in a striking hard-hitting fashion for distribution to editors, speakers, etc.

H

INTER-OFFICE MEMORANDUM

Nixon for Governor

To: **Bob Haldeman**

Date: **July 16, 1962**

From: **RN**

Subject: **Don Blair**

Distribution:

Don Blair who said he was a member of the Screen Directors' Guild and works at Warner Brothers saw me on the street the other day and indicated his desire to be active in our campaign. He is a Democrat and should be used in our Democrats Committee. I don't believe he should be handled with a form letter. A direct contact by somebody other than a clerk should be made.

*referred
to HK*

RN

6-25-62

Bob Haldeman

Legal Aid appearance in San Francisco, August 2nd.

Oscar Trippet is most anxious to chat with you on the telephone briefly about this meeting since he has some ideas he wishes to pass along to you.

I strongly recommend this call be made. As you know, Trippet is a perennial key figure in the Democrats for Nixon organization, and we certainly want him in line this time.

I would hope the call could be made before you leave for Denmark.