

Richard Nixon Presidential Library  
White House Special Files Collection  
Folder List

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38	20	05/16/1962	Memo	H.R. Haldeman to Booth Turner. Re: Warren Biggs. 1pg.
38	20	05/16/1962	Memo	H.R. Haldeman to Herb Kalmbach. Re: Organization of staff and volunteers. 1pg.
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38	20	05/16/1962	Letter	H.R. Haldeman to Howard Church. Re: Acknowledgment of campaign strategy suggestions. 1pg.
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38	20	05/15/1962	Letter	H.R. Haldeman to Charles A. Zweng. Re: Acknowledgment of letter. 1pg.
38	20	05/16/1962	Letter	H.R. Haldeman to Milton H. Esberg Jr. Re: List of Northern California donors. 1pg.

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38	20	05/10/1962	Memo	H.R. Haldeman to Herb Kalmbach. Re: Getting out the vote effort. 1pg.
38	20	05/10/1962	Memo	DW to Sammy. Re: Mrs. Leone Baxter. 1pg.
38	20	05/10/1962	Memo	H.R. Haldeman to Joseph Martin Jr. Re: Cummings article. 1pg.
38	20	05/10/1962	Letter	H.R. Haldeman to Mrs. Valley Knudsen. Re: Los Angeles County. 1pg.
38	20	05/10/1962	Letter	H.R. Haldeman to Mrs. Leone Baxter. Re: Thank you for hospitality; transmission of brochures and lists. 1pg.
38	20	05/10/1962	Memo	H.R. Haldeman to Herb and John Kalmbach. Re: Western Area Federated Women - May 22nd Rally. 1pg.
38	20	05/10/1962	Letter	H.R. Haldeman to James W. Halley. Re: Statement of support. 1pg.

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38	20	05/09/1962	Letter	H.R. Haldeman to Don N. Cooper. Re: Squaw Valley. 1pg.
38	20	05/10/1962	Memo	H.R. Haldeman to Al Moscow. Re: Suggestions for press conversations. 1pg.
38	20	05/10/1962	Memo	H.R. Haldeman to Schedule Office. Re: Itinerary calendars. 1pg.
38	20	05/10/1962	Memo	H.R. Haldeman to Steve Hess. Re: Richard Nixon's suggestions for future campaign rhetoric. 1pg.
38	20	05/10/1962	Memo	H.R. Haldeman to Loie Gaunt. Re: Letter to Hal Brown re: appreciation of campaign sign. 1pg.
38	20	05/10/1962	Memo	H.R. Haldeman to Richard Nixon. Re: Harrison McCall. 1pg.

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38	20	05/10/1962	Memo	H.R. Haldeman to Loie Gaunt. Re: Telegram to Norman Morrison, Sacramento County Chairman, re: cooperation with Republican County Central Committee. 1pg.
38	20	05/11/1962	Memo	H.R. Haldeman to All Nixon County Chairman and Nixon-for-Governor Staff members. Re: "Suggestion Box." 1pg.



May 17, 1962

Dear Mr. Bailey:

We appreciated very much your letter advising us of your interest in helping out in the campaign during the summer months. Since staffing is a responsibility of my office, Mr. Nixon asked me to acknowledge and thank you for your offer, and to explain the status of our organization.

Our headquarters staff has been complete for some months. We have not anticipated expanding it, nor have we the funds to do so.

I would, however, suggest that you contact our Riverside Chairman, Mr. George (Cap) Reade, 3633 Market Street, Riverside, Phone: OV 3-3460 upon your return home next month. I know he would appreciate, as we would, any time and assistance you might be able to offer on a volunteer basis.

Thank you again for writing, and best wishes.

- WIN WITH NIXON -

H. R. Haldeman

Mr. William R. Bailey, Jr.  
241 Crothers Hall  
Stanford, California

bcc Mail Office (MM)  
File: - Personnel - TD's In-State  
x - date

Booth Turner

5-16-62

Bob Haldeman

Mr. Warren Biggs, who has a Chevrolet Agency, has offered to make cars available to us when, as and if needed.

We are to call Mr. Biggs personally whenever a car is required and he will either have it delivered or it can be picked up at his agency.

Please be sure that any cars obtained from Biggs are used solely for campaign purposes and returned promptly.

Also keep Dorothy Wright posted on use of these cars.

He will release them only if you or I call.

Address: 205 South Vermont  
Phone: Dunkirk 1-1211

File: Serv. & Fac.  
x - date

Herb Kalmbach

5-16-62

Bob Haldeman

I think it is imperative that we have a staff memorandum put out immediately instructing all staff members that all volunteer assignments must be cleared with Doris or Mary Hanson - and let them dole out the projects to the specific volunteers.

It is not a good idea for staff members to deal directly with individual volunteers since this confuses the entire apparatus in that the wrong person is selected for the right job, and priorities get blurred.

In making assignments to Doris or Mary Hanson, realistic deadlines should be used so that a lot of speed-up work isn't done when it isn't necessary.

File: Hdqtrs. Vol.  
x - HK memo file  
x - date

Rose Mary Woods

5-17-62

Bob Haldeman

The attached color print is the original for the billboard art, and since the large bulletin on Wilshire Boulevard was donated by Sidney Hoedemaker of Hody's Restaurant, it was felt this original should be autographed by RH to Sidney Hoedemaker - with appreciation etc.

It should then be sent to him c/o Hody's, 7948 West Third Street, Los Angeles.

We feel this may persuade him to leave the board up through the November election, although his original plan was to take it down during the summer months and then re-post it in the fall.

File: RMW memo file  
x H (Hoedemaker)  
x date

**Rose Mary Woods**

**5-17-62**

**Bob Haldeman**

**cc: Carter Barber**

I discussed a possible meeting with the California State Employees Association people with RN yesterday and we have agreed that this meeting will be set up after the primary.

File: RMW - memo file  
x - - date (listed for follow-up)

Herb Kalmbach

5-17-62

Dorothy Wright

Kern County

Dear Herb:

Since this is Kern County - thought you should be acquainted with Miss Jule Winslow's letter, addressed to RM.

You will note the financial contribution referred to has now been acknowledged. However, she is requesting material - rush. Also, perhaps a letter from someone here would be very much in order. Messrs. Gill and Wegis are our Co-Chairmen for Kern. Maybe you will want Yvonne Smith to follow through, although it would seem Gill and Wegis should certainly get in touch pronto since she is supplying precinct captains' names etc.

bcc Mail Office -- MM

**Dr. Nicholas E. Bailey**

**5-17-62**

**Bob Haldeman**

**Offer**

**The attached correspondence will be self-explanatory, and concerns Mr. Joseph N. Vaughn who is anxious to help out in the campaign.**

**We will very much appreciate your contacting him and following through.**

**Best regards.**

**Re: Mr. Joseph N. Vaughn  
93 Morningside Drive  
Hidden Valley  
Loomis, California**

**(referred by Mail Office)**

**bcc Mail Office - MM**

Dick Ports

5-16-62

Bob Haldeman

San Diego

Herb Klein strongly recommends at least one event in San Diego on the 26th and per our conversation this afternoon will, I am sure, settle for just one public event.

He will, however, then push for one more quick swing down there for an hour or two to show the flag - and I think we should keep this in mind as a possibility in the last week.

Both Klein and Phil Acker feel that Chula Vista would be the place to go on the 26th, and I think you should try for a 5:00 PM Rally there, if they think it is possible. Herb points out it is important that the candidate be on the ground there by about 5:00 PM in order to make the Sunday papers.

File: Schedule (HRH file)  
x date



**Schedule**

**5-16-62**

**Bob Haldeman**

**cc: Rose Mary Woods**

**Ted Cummings informs me that he discussed with RN a meeting with the retail grocery group of Southern California and RN approved his firming this up for October 9th. This should, therefore, be put on your calendars.**

**File: Schedule (HRH file)  
x date**

May 16, 1962

Dear Mr. Natland:

Mr. Ruse has told me of your kindness in providing the tape of Mr. Nixon's remarks on March 20th at the Palos Verdes South High School.

For the time you devoted to this task and your kindness in making the tape available to us, we are deeply grateful.

The past weeks have been extremely busy ones for all of us, and I have had to be away from the office a good share of the time travelling with the Candidate. I trust you will understand this accounts for our much too long delayed expression of gratitude.

On behalf of Mr. Nixon and the campaign organization generally, our sincere thanks for a job well done.

Best regards.

- WIN WITH NIXON -

H. R. Waldeman

Mr. Martin Natland  
18 Crest Road East  
Rolling Hills, California

Dec Mrs. Helene Drown  
File: N (Natland)  
X - Drown, Helene  
X - date

RM

5-16-62

Bob Haldeman

Virgil Pinkley

You asked to be advised whether some of the suggestions posed in Virgil Pinkley's letter were being done.

First, I can certainly say that we are not satisfied with the set-up of the Republican organization in California.

Second, there is a Young Republican group earnestly at work on the campus of every college and university, but a number of these are totally dedicated to "far rightism" and are not of much value to us. We are, however, organizing "College Students for Nixon" on every campus and Ray Chambers at Redlands is coordinating this program. He is off to a good start, but has a long way to go.

The activity of infiltrating Women's Clubs and of having a Nixon disciple working with the zeal of a missionary in each service club in each city is not yet satisfactory. John Vaughn, who is directing the Contact Program from nearly a full-time volunteer level, will be very successful in getting this done for the general election. It is not well enough organized to do much good in the primary.

As you know, the general objective of all our campaign efforts is to provide the maximum number of individuals and groups really working in the doorbell ringing and stamp-licking levels. We have made some excellent strides in this direction and after the primary, assuming we can keep our basic staff intact, I am sure this will be expanded rapidly and far more effectively than has ever been done in this state.

File: Pinkley, Virgil  
X - RM memo file  
X - date

**Rose Mary Woods**

**5-16-62**

**Bob Haldeman**

**Ray Arnett**

**Fred Haffner has had an indirect request for an RN letter of encouragement to Ray Arnett, candidate for Congress, uncontested, in Kern County.**

**Because of the many problems we have in Kern and Ray's strength in that area as well as RN's strong regard for him, I think such a letter would be in order.**

**I would suggest a fairly innocuous message wishing him very best of luck in the forthcoming campaign, etc.**

File: Candidate - Endorsements  
RN memo file  
date

Mr. Maurice Stans

5-16-62

Mr. Bob Haldeman

You asked me to check on whether our mailing house, Dean Borton Associates, could bill a contributor direct for \$5,000. This has been arranged, and if you will let me know how the bill should be directed and for what amount, I will set the wheels in motion.

RN

5-16-62

Bob Haldeman

Sunset YR

The Sunset YR's have not taken any action on candidate endorsement either through the group as a whole or through the Board of Directors.

It is quite possible, however, that some of the "kooks" in this Club are spreading the report such as the one you picked up from Greenberg.

Basically, as you know, this particular YR Club is oriented to Nixon.

RH

5-16-62

Bob Maldeman

Stanley Hiller

I had a very pleasant telephone call from Stanley Hiller yesterday afternoon.

He says he wants to help in every way possible, but as he apparently explained to you earlier, his new corporate activity will preclude his committing to spending any substantial amount of time in the campaign, at least at this point.

He will be most happy to have his name used in any proper way we feel will be helpful, and will be available for consultation within the limits of his extremely active schedule.

He will be glad to make any direct contact or approaches to individuals, or back us up after our contacts are made, if we wish this done.

He is currently only spending three or four days a month in California, so I am sure he is sincere in this protestation of lack of time.

He did agree to come up with several names for me which, in his opinion, would be the best contacts to get the "Young Men in Business" group under way. He thought he could recommend several who would be in the position that he was in when he first got into this in 1952.

He strongly recommended that while initial contacts could be made now, it would be very unwise to try to activate this type of group before the primary. He feels the division in the ranks is great enough that we would miss some of the best leadership if we tried to get under way now.

I will maintain this contact and keep you posted.

BCC Mrs. Alice Leopold  
File: No. Calif. - Stanley Hiller  
X - P & C "Young Men in Business"  
X - date

May 16, 1962

Dear Don:

I assume that you know by now that the Veterans' financing problem is at least partially taken care of, and we are on top of it. You can rest assured in the knowledge that all will be well.

Thanks for keeping us posted.

Best regards.

- WIN WITH NIXON -

H. R. Haldeman

Honorable Don Mulford  
2150 Franklin Street  
Oakland 12, California

File: Mulford  
X - F & C - Veterans  
X - date



May 16, 1962

Dear Mr. Church:

Dick Nixon has discussed with me your letter of April 3rd.

We were especially interested in the second paragraph wherein you suggest the possibility of our getting help from the retired and well to do people in your area and possibly Santa Barbara, San Marino, Atherton and other places.

We certainly agree there are too many faint hearted and half hearted Republicans, and a work force that will fight for Nixon all the way would be extremely valuable.

Do you have any thoughts on the best way to recruit and activate such a force? I would be very much interested in your suggestions if you would be willing to pass them along.

Thanks very much for your support.  
Best regards, and

- WIN WITH NIXON -

H. R. Maldeman

Mr. Howard Church  
1078 Marchetta Lane  
Pebble Beach, California

Dec Rose Mary Woods  
File: Campaign Approaches - Misc. Corres.  
x - RMW memo file  
x - date  
x - C (Church)

**News Bureau**

**5-17-62**

**Bob Malden**

**Al Moscow  
Sandy Quinn  
Ron Ziegler  
Jerry Reynolds**

**Will you please keep a daily log of the calls and conversations you have with members of the press, radio and TV and shoot this to RN via me every day?**

**Where there is anything to report on the conversation, a brief note can be included; otherwise, just list the people with whom you have talked and a line indicating the nature or purpose of the conversation.**

**This is RN's request.**

**News Bureau - Log of Calls  
x - date**

May 15, 1962

Dear Mr. Zweng:

Thank you for sending along  
the copy of your letter to Dan Smoot.

It was nice to see you and  
Captain Marsh the other day, and I am glad  
we had this chance to discuss the campaign  
and the interest you both are taking in it.

Kindest regards and best wishes.

- WIN WITH NIXON -

H. R. Haldeman

Mr. Charles A. Zweng  
Pan American Navigation Service, Inc.  
12021 Ventura Blvd.  
North Hollywood, California

May 16, 1962

File: No. Calif. - Milton Esberg, Jr.  
X - Hixson & Jorgensen  
X - date

Dear Milt:

The list of Northern California donors during the period May 5th through May 11th has been received and forwarded to the mail office for appropriate handling.

You will be hearing immediately from Hixson & Jorgensen regarding Northern California boards. I have asked them to rush you a complete list of locations.

Best regards.

- WIN WITH NIXON -

H. R. Haldeman

Mr. Milton H. Esberg, Jr.  
Consultants, Inc.  
127 Montgomery Street  
San Francisco 4, California

Lou Quinn

May 15, 1962

Bob Haldeman

cc: Mr. Stans  
Mr. Valentine

I am told Ernest Yahnke, Manager, Bank of America, Azusa Branch, is a strong RN supporter, and should be contacted.

Rose Mary Woods

5-15-62

Bob Haldeman

Have you had an opportunity to have RM autograph  
a book for Aileen Campbell - Don Mulford's secretary?  
(My memo of April 30th).

He has written me again about it.

File - Mulford  
x  
date

May 15, 1962

Dear Hilary:

We secured three copies of the picture taken when you were here, Dick Nixon autographed them and they were forwarded to Fausto Yturria, at his request.

If you have not heard from Fausto, I would suggest you check this out with him. If he has not received the pictures, let me know and we'll certainly try to get three more.

We'll probably be seeking your advice and counsel again a little later on. Meantime, very best wishes.

Sincerely,

H. R. Haldeman

Mr. Hilary Sandoval, Jr.  
County Chairman  
The El Paso County Republican Party  
318 E. Yandall  
El Paso, Texas

File: Minor. & Natl.  
x S (Sandoval)  
x date

Charles Farrington, Jr.

5-14-62

Bob Haldeman

Attached is copy of memo from RN,  
suggesting we get something later than the Esquire  
article to hand out.

Please follow through on this immediately.  
Let's get the Monday statement referred to run off  
and then make it available.

This should be kept in mind -- and  
kept current.

File: CF - memo file  
X RN - memo file  
X date



John Kalmbach

5-14-62

DW

Security

Nick Ruwe reported this morning that yesterday, when he came by the office, he noticed our trash containers out in the back were loaded with stencils and various other items -- none of which were even torn in half.... some were advance news releases etc.

Perhaps you will want to caution Clarence -- and others - that everything discarded should be torn several times.

May 14, 1962

Dear Mr. Haber:

Your wire to Mr. Nixon was received and deeply appreciated.

Since campaign staffing is a responsibility of my office, he has asked me to reply direct.

Certainly we appreciate your interest and offer to be of help. Unfortunately, our headquarters staff has been complete for some time, and we do not contemplate expanding it, nor do we have the funds to do so.

Thank you again for contacting us. We are grateful indeed for your thoughtful gesture.

Kind regards and best wishes.

- WIN WITH NIXON -

H. R. Haldeman

Mr. Alfred Haber  
1701 Park Road, N.W.  
Washington 10, D.C.

Dec - Mail Office - RM  
File Personnel - Out of State TD's  
x date

May 14, 1962

Dear Mr. and Mrs. Kading:

Helene Drown has shown me your recent letter to her and we are, of course, most interested in your comments regarding activity in Butte County.

Dick Nixon is planning to be back up that way and will include a visit to Chico later in the campaign. It is a shame he couldn't get by on the last trip, but this will be on the itinerary for the next one.

If you will let me have further details regarding the correspondence to Dick's office which you say has had delayed replies, I will be very glad to check into it. The only way we can correct this type of situation is to have it reported to us, so I will appreciate your letting me know when such instances occur.

Our Co-Chairmen for Butte County, C. Kenneth Lyde and Gilbert F. Jones, will, I know, appreciate any suggestions you may have for the County organization. Mr. Lyde is at 2765 Center St., Oroville and Gilbert Jones is located at 173 East 4th St., Chico.

Many thanks for your fine help and support.

- WIN WITH NIXON -

H. R. Malden

Mr. and Mrs. George Kading  
715 Earl Avenue  
Chico, California

cc: Mrs. Helene Drown

cc Mr. C. Kenneth Lyde  
Mr. Gilbert F. Jones

File: K (Kading)  
Drown  
Date  
x  
x

May 14, 1962

Dear Mrs. Reid:

Thank you so very much for your very kind and thoughtful letter offering to be of help in the Nixon-for-Governor campaign. Since campaign staffing is a responsibility of my office, Mr. Nixon asked me to write you direct.

He appreciates, as do we, your continued loyalty and support, and your generous offer to be of service.

Our staff at Headquarters is at full compliment and we do not contemplate expanding beyond present limits, nor have the funds to do so. We cannot, therefore, take advantage of your offer to come to California, but certainly do not want this time to pass without expressing our gratitude for your thoughtful gesture.

With kindest regards and very best wishes.

- WIN WITH NIXON -

H. R. Maldeman

Mrs. Alice Reid  
P.O. Box 425  
Red Lodge, Montana

Rec Mail Office - NM  
File: Personnel - Out of State TD's  
✓ X - date

May 14, 1962

Dear Mrs. Hallman:

I certainly do appreciate your writing and bringing the scheduling problem to my attention.

Although the reason Mr. Ports gave for not being able to confirm the meeting, as quoted in your letter, is not a very good one, I should, in fairness to him, tell you there were some problems involved in trying to set this up.

I can assure you that Dick, as a volunteer and a dedicated Nixonite, is doing his very best to handle what is always an extremely difficult campaign job.

I do hope you will let me know of any further breakdowns in procedure, since the only way we can correct them is to be aware of them.

Kind regards.

- WIN WITH NIXON -

H. R. Waldeman

Mrs. F. J. Hallman  
Nixon-for-Governor  
525 Market Street  
San Francisco, California

File: Schedule - HRH file  
x - H  
x - date

Alan Nichols

5-14-62

Bob Haldeman

Dear Al:

I'm sorry to be so long in answering your letter of April 19th regarding the Civil Rights group meeting, but as you can imagine, we have been giving this considerable thought.

I certainly understand the reasons for Grandvel Jackson's feeling that we should accept the invitation, and after the primary I would hope that a similar opportunity might be arranged.

I am sure you understand our reasoning and feeling that any appearance of this sort during the closing weeks of the primary campaign would certainly not be as productive as it would later on - and has inherent possibilities of working to our detriment rather than to our benefit.

As you know, we plan to make an intensive effort to win over a major segment of the Negro vote in the fall campaign, but because of the heavy preponderance of Democratic registration among Negroes, time spent with these groups before the primary cannot be of any great assistance in building our June 5th vote.

Let's see what we can work out for summer or fall.

Best regards.

File: Negro File  
x No. Calif. Nichols  
x date

May 14, 1962

Dear Mr. Hansen:

Ross Wurm has told me of your interest as Dairy Chairman for "Farmers for Nixon" in setting up a meeting for Dick Nixon with a group of Southern California dairymen to discuss pertinent issues.

We had hoped to be able to arrange this several weeks ago, but the pressures of campaigning throughout the state have thus far made it impossible.

Since the last three weeks of the primary campaign are going to be even more intensive, I would suggest we plan the meeting with your group as soon as possible after June 5th as it can be set up, and I will be in touch with you in this regard right after the primary election.

In the meantime, if there is anything we can do to be of help, please do not hesitate to call on us. Needless to say, we greatly appreciate your interest and cooperation.

Kind regards.

- WIN WITH NIXON -

H. R. Haldeman

Mr. Raymond F. Hansen  
12500 Alondra Blvd.  
Norwalk, California

cc: Mr. Ross Wurm  
Mr. Robert McCune

File: "Farmers for Nixon"  
X  
date

Emily Pike

5-14-62

Bob Waldeman

Dear Emily:

Bob Finch advises there is nothing in violation of Article IV, Section 19 of the State Constitution insofar as the Unruh European trip is concerned. This refers back to your memo and your conversation with Deputy City Attorney Desky in this connection.

Have just read copy of your letter to Carter Barber reporting on Brown's appearance at the South San Francisco High School. This is interesting indeed.

I trust we are also doing a good advance job for RN's May 24th appearance.

FILED  
x - U (Unruh)  
x - date  
No. Calif. - Emily Pike memo file



May 14, 1962

Dear Ted:

Thanks very much for your  
note of May 11th.

The release on Jenssen  
survey findings is interesting indeed  
and we're glad to have it. I note you have  
already discussed this with Dick.

Best regards.

- WIN WITH NIXON -

H. R. Haldeman

Mr. Theodore E. Cummings  
President  
Food Giant Markets, Inc.  
9744 Wilshire Boulevard  
Beverly Hills, California

File:  
J x

C (Cummings)  
date

May 14, 1962

Dear Mrs. Jamison:

Thank you very much for  
your letter of May 8th.

We certainly appreciate your  
enthusiasm and interest in the campaign and  
your loyal support of Mr. Nixon.

I would urge that you keep in  
touch with Mr. Morter. He will appreciate,  
as we will, any time you are free to devote to  
the activities there.

Under separate cover we have  
sent you a supply of Nixon buttons.

Thank you again for writing  
us, and kindest regards.

- WIN WITH NIXON -

H. R. Haldeman

Mr. Hugh D. Jamison  
75 Eucalyptus Lane  
Montecito Village  
Santa Barbara, California

File: Campaign Misc. Corres.  
x - J (Jamison)  
x - date

Herb Kalmbach

5-10-62

Bob Haldeman

All of our County and Community Chairmen should be bulletined regarding the importance of contacting every newspaper, television station and radio station within their areas to be sure that for at least one week preceding June 5th, maximum publicity is given to the importance of getting out to vote.

They should also set up a program of contacting every service club, Junior Chamber of Commerce, Chamber of Commerce and other civic organizations, urging them to impress this importance upon their memberships.

If properly done, this could be a very effective project.

File: F & C - Get out the Vote  
x - H Kalmbach - memo file  
x -  
date

**Sammy**

**5-10-62**

**DW**

**If Mrs. Baxter is not already on the  
mailing list to receive all releases, excerpts etc.,  
will you please see that her name is added?**

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

**Many thanks**

**File:  
x  
Mailing List - additions  
date**

Joseph Martin, Jr.

5-10-62

Bob Waldeman

Cummings' article

RM suggests that the attached Cummings article should be sent to all editors in the state. He also feels it should be sent from other than RM headquarters. Is this something you would be in a position to do as National Committeeman?

File:  
X -  
X -  
X -  
RM - memo file  
Newspapers - Editorials - Reactions  
Cummings (C)  
date

May 10, 1962

Dear Valley:

I tried to reach you several times by telephone, and was hoping to catch you when you were here at headquarters on Monday - but unfortunately, missed all the way around.

I am sure by now Herb Kalmbach has filled you in, but I did want you to know that I talked with Grant Reynolds and he has agreed that it would be wiser not to start any overt activity until after the primary. He is, therefore, planning to be in Los Angeles on June 19th for an L.A. County meeting and press conference, and on the 20th for a meeting of "Men of Tomorrow". He assures me he will be glad to do anything we feel will be helpful during that week. He says he will be here at least through the 24th.

I feel we should plan to get together immediately after the primary to work out a program in this area, and especially to determine what we feel would be the best use of Reynolds' time.

Thank you for sending along the Audrey Jones correspondence. I am attaching copy of my reply to her which went out immediately upon receipt of her letter.

Kindest regards.

..Win with Nixon..

H. R. Haldeman

Mrs. Valley Knudsen  
3034 Edgewick Road  
Glendale, California

File: ~~XXXXXXXXXX~~  
x - Valley Knudsen  
✓ x - date

Negro File

May 10, 1962

Dear Leone:

We certainly enjoyed the lovely luncheon you served on Sunday, and it was a real treat to see your lavish layout high atop Nob Hill.

You asked that I send you a sample of the basic brochure we have been using, and it is enclosed.

You were going to send us a suggested list of approximately 100 top business people to whom we should send Dick's statements regarding business and free enterprise. You were also going to send on your thoughts as to content of the Nixon statement or column on this subject.

We checked on the letter from Hagerty and find that he did write Dick recently, but his letter had been answered, although it appears possible that your meeting with him might well have occurred between the time his letter was written and the answer received. There was not much of a delay, however.

Again, thank you for your most generous hospitality, and I look forward to seeing you soon.

Best regards.

- Win with Nixon -

H. R. Haldeman

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

File: No. Calif. - Leone Baxter  
B (Baxter)  
date

**Herb and John Kaimbach**

**5-10-62**

**Bob Haldeman**

**Western Area Federated Women - May 22nd Rally**

I strongly urge that you put all pressure on Nixon organizations in the Western Area to devote intensive efforts to building a maximum turn-out for the above rally to be held at 8 P.M. in Paul Revere Junior High School Auditorium.

This rally is not being sponsored by the Nixon organizations, but it obviously to our benefit to get the biggest possible turn-out and to let all of our people know of this opportunity to hear the candidate.

A huge overflow crowd would have tremendous impact in this Republican stronghold.

File: Schedule (HRH File)  
x - H. Kaimbach  
x - date



May 10, 1962

Dear Jim:

Bill Spencer has filled me in on the work you are doing in Butte, Sonoma, Santa Clara and San Mateo Counties.

I want you to know we are in complete accord with your plan of action. We recognize this may result in some objections being fed in here, but we're behind you all the way and will back you to the hilt.

Best regards.

Sincerely,

H. R. Waldeman

Mr. James W. Halley  
351 California Street  
San Francisco, California

Doc - Bill Spencer  
Herb Kaimbach

File: Northern Calif. - James Halley  
X - date Northern Calif. - Org.

Bill Spencer

5-10-62

Bob Maldeman

What is Phil Boone doing?

File: No. Calif. - Spencer  
x - B (Phil Boone)  
x - date

May 9, 1962

Dear Don:

Thanks very much for sending on your idea regarding Squaw Valley. I will certainly bring it to Mr. Nixon's attention.

In view of the present confusion, however, I have a feeling it might not be the best time to reopen this.

Thanks very much for thinking of us, and please be sure to fire anything else along you feel might be of value.

Best regards.

Sincerely,

H. R. Haldeman

Mr. Don N. Cooper  
The Ted R. Cooper Co., Inc.  
149 West 22nd Street  
Los Angeles 7, California

File: Squaw Valley  
C (Cooper)  
date

Al Moscow

5-10-62

Bob Haldeman

RM suggests you point out in all of your press conversations the fact that he has taken on the whole complex of the reactionary right at great political and personal risk, etc.

He also suggests that we try to get some of the more responsible press people to question the validity of Shell's poll - with pointed inquiries regarding size of sample, type of sample, qualification of interviewers, statistical validity and weighting of regional variations -- and any other technical terms you can think of to toss into the conversation.

File: Pub. Rel. - Al Moscow  
x RN memo file  
x date

Schedule Office

5-10-62

Bob Haldeman

We should try to get calendars similar to the attached for all of the major cities in Southern California to use in planning our itinerary for the summer and fall.

~~File:~~ Schedule (HRH) file  
x date

Steve Hess

5-10-62

Bob Haldeman

In a San Francisco session last weekend, it was suggested that RN make the point that while obviously there has been tremendous economic business and other growth in California, this has all been by accident as a result of expansion in population; that nothing has been done constructively by the Brown Administration to insure new jobs in the future.

Also, one of RN's first acts as Governor will be to meet with the leaders of business, labor and government to determine what can be done to provide a constructive program for the future.

I have no comment on the value of this approach, but pass it along for whatever thoughts you may have.

File: PR - Steve Hess memos  
x date

Lois Gaunt

5-10-62

Bob Maldeman

I recommend an RM letter to Hal Brown of Pacific Outdoor Advertising, along the following lines:

Dear Mr. Brown (or Dear Hal):

I just wanted you to know how very much I appreciate your making the tri-vision board at Beverly and La Cienega available to us.

It just happens that this location is one which I pass every day on my way to the office, and also one which Tricia and Julie pass on their way to school. All of us were very much impressed by the outstanding impression that this bulletin creates, and I am sure it will be a very effective aid in our campaign.

Best personal regards.

File: Mail - Handling  
x - Advertising - Hal Brown  
x -  
x -  
x -  
B  
date

RN

5-10-62

Bob Haldeman

Harrison McCall

Harrison McCall has agreed to serve as Statewide Policy Committee Coordinator for the campaign, and as such will provide a focal point for the old-timers to work with, take their suggestions to, etc.

We are working Harrison into the various meetings and activities so he will be fully conversant with the entire campaign operation.

He is planning to devote his afternoons and evenings to this task.

I would recommend a letter thanking him for taking on this assignment.

File: RN memo file  
X - McCall, Harrison  
X - date



Lois Gaunt

5-10-62

Bob Waldeman

I recommend the following telegram be sent to Norman Morrison, our Sacramento County Chairman, from RN: (address - 1117 Schiro Court, Sacramento)

We recognize maximum Republican turnout June 5th is vitally important to ultimate success of our November campaign.

I urge that you and the entire Nixon-for-Governor organization in Sacramento cooperate to the utmost with the Republican County Central Committee in all phases of their efforts to assure that every Republican gets to the polls.

Would also suggest an information copy of the wire be sent to the Republican County Central Committee Chairman.

File: Mail-message - Lois  
x M (Morrison)  
x date

*042*

NIXON-FOR-GOVERNOR  
3903 Wilshire Blvd.  
Los Angeles 5

May 11, 1962

To: All Nixon County Chairmen  
and Nixon-for-Governor Staff Members

From: Bob Haldeman

Re: "Suggestion Box"

Dick Nixon has asked that we set up in Headquarters a figurative "Suggestion Box" for campaign ideas, slogans and other constructive thoughts.

He asked me to request that all members of the Campaign Staff and our County Leaders send to me any such suggestions which occur to them or which they receive from people with whom they are working.

These will be turned over to Dick on a weekly basis for review and implementation wherever and whenever appropriate.

Please keep this in mind. Send along everything you think may be of value.

- WIN WITH NIXON -

*Bob Haldeman*