

Richard Nixon Presidential Library  
White House Special Files Collection  
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Sandy Quinn

Bob Haldeman

10-15-62

Tom Duggan wants five or six really good  
"Nixon in a crowd" shots to use on his program.

Please get these to him immediately.

Murray Chotiner and Dick Moore

Bob Haldeman

10-15-62

It is my understanding the two of you are following up on arrangements for a Suskind appearance the last Sunday of the campaign.

Joe Agnello/Jack Rourke

10-15-62

Bob Haldeman

San Diego Telethon

Just a few thoughts.

I think we should cue the audience to stand at the Nixon introduction, rather than waiting until they are on camera and then haphazardly rise to their feet. This looks awkward.

As mentioned in an earlier memorandum, I strongly feel the stars should not make their endorsement pitch when they are first introduced and all lined up in a row. This should simply be an introduction and a wave. They should wait until they come in to ask questions to make their endorsement. It is very bad to have the whole series all at once, and this greatly delays the opening of the show.

Incidentally, the opening took way too long. It was 9 minutes before the first question came on. Perhaps we could hold up PW's introduction until after some questions have been asked.

The Eisenhower film is terrible, and must not be used again. I assume we now have clips from his speech to use instead.

I still think our sign-off is awkward. We started it with 8 minutes still to go, and it was much more time than was needed for the closing credits. Consequently, it bogged down. Nixon's sign-off speech was excellent. He should be encouraged to use this continually.

Can't we get the Win With Nixon slide to use at the end of the show on the disclaimer, rather than "A paid political program"?

I agree with the earlier suggestion that the strong part of our fund pitch should be our joining with Dick in his crusade for a better California, and then we should make every effort to get maximum conviction into the pitch. I think this will be more effective than frequent repetition.

- 2 -

**Please don't construe any of the above as an indication of dissatisfaction with the program. I think it was the best yet, and they have all been excellent, but as you know, I feel we should keep working for possible improvements.**

October 15, 1962

Dear Mr. Vannucchi:

Mr. Joseph M. Martin has asked that we send you copies of Dick Nixon's position papers on the various campaign issues.

We are very glad indeed to enclose them herewith.

Please know we will welcome your comments and suggestions.

With our thanks for all you are doing, and kindest regards.

Sincerely,

H. R. Haldeman

Mr. Fred Vannucchi  
Firebaugh  
California

October 15, 1962

Dear Joe:

Here are the  
position papers, releases etc.

Am also sending a  
complete set to Mr. Vannucchi.

Best regards.

WIN WITH NIXON!

H. R. Haldeman

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

October 8, 1962

Dear Dr. Hall:

Thanks very much for sending me the copy of your letter addressed to Herb Klein.

We are certainly glad to have your run-down on reactions to Dick Nixon's speech at the Yuba-Sutter Fairgrounds, and want to assure you this is the kind of report that is always helpful.

You were thoughtful to take the time to write us. Many thanks, and kindest regards.

WIN WITH NIXON!

H. R. Haldeman

Dr. Robert C. Hall  
Nixon-for-Governor Headquarters  
Room 202, 423 - 4th Street  
Marysville, California

J. R. White

10-8-62

Bob Haldeman

Attached is check for \$100.00 from Mr. A. C. Robbins.  
This is a monthly contribution.

J. R. White

10-8-62

Bob Haldeman

Enclosed are checks totaling \$4,000 from Abbot Kinney Company, Davis Farms, Inc., W. Thomas Davis, and M. Philip Davis, for \$1,000 each.

Acknowledgment should be directed to the Messrs. M. Philip and W. Thomas Davis.

**Research Department**

**10-9-62**

**Bob Haldeman**

**Returned herewith is the background material  
supplied Dick St. Johns and his group of young lawyers who  
drafted the speech on traffic safety.**

October 3, 1962

Dear Mr. McHose:

Your letter of September 27th to Mr. Nixon has been received while he is on the campaign trail.

We are sorry to advise that your request for the autographed cards cannot be fulfilled. As I am sure you will understand, since Dick Nixon is a gubernatorial candidate in the state of California, it has been necessary for him to establish the policy of no participation in any out-of-state campaign. There can be no deviation from this policy, in fairness to all concerned.

Certainly we wish to extend our very best wishes, and regret our answer must be as it is. The cards are being returned to you herewith.

Sincerely,



H. R. Haldeman

Mr. Sam McHose, Chairman  
Story County Regenes for Congress  
Nevada National Bank  
Nevada, Iowa

October 5, 1962

Dear Oscar:

Needless to say, I very much appreciated your long letter of September 22nd, and it was thoroughly discussed at our meeting on the 24th, as I am sure you already know.

From all reports, things are moving ahead very well now and I trust that you too feel that our programs are being properly directed for maximum productivity.

Thanks again for all your help, and I hope we'll be seeing you soon.

WIN WITH NIXON!

H. R. Haldeman

Mr. Oscar Padilla  
120 Second Street  
Calxico, California

Murray Chotiner

10-5-62

Bob Haldeman

Maury Stans advises that Warren Pratt of the Holly Corporation, who is helping him in the finance area, reported some information which he felt might be worthy of some investigation.

It seems that a man named Savage is Brown's Real Estate Commissioner. He has been investigated by the California Intelligence Association for misconduct in office and drunkenness, was found guilty, and the CIA recommended to Brown that he be fired. Brown asked him to resign, and he refused to do so. He is still holding office. Apparently there is no intention of doing anything further on this because of the imminence of the election.

Can we make some productive hay out of this item? If so, perhaps Nat White could handle the investigation. Warren Pratt will be happy to cooperate.

October 4, 1962

Dear Bill:

Thanks very much for your letter of October 1st.

At this point, it doesn't look as though we are going to be able to work out a visit by Dick Nixon to the UCLA campus. I want to assure you, however, it is the type of thing he would like very much to do, if at all possible.

With only a few weeks remaining and still a lot of areas to cover, I hope you will realize the situation which prevails and precludes our working the UCLA visit into the itinerary. Almost every minute from here out has already been committed.

It would be my suggestion that you extend your invitation to either George Christopher or Tom Kuchel and would urge that you do so in order to balance your program.

Although impossible to accept, you know without my saying the invitation from the UCLA family is deeply appreciated.

With kind personal regards and all good wishes.

Sincerely,

H. R. Haldeman

Mr. William C. Ackerman  
Executive Director  
Associated Students - UCLA  
308 Westwood Boulevard  
Los Angeles 24, California

J. R. White

10-4-62

Bob Haldeman

Attached hereto for processing and  
acknowledgment:

Check - \$5.00

received from: Jeannette P. Moran  
P.O. Box 82  
Wood River, Illinois

October 3, 1962

Dear Carl:

Thanks very much for your note of October 1st.

You were certainly thoughtful in placing the ad in the Jewish News.

Dick Nixon will appreciate your gesture in this connection, as we all do.

You're doing a great job. Our sincere thanks.

**WIN WITH NIXON!**

**H. R. Haldeman**

**Mr. Carl H. Anderson  
Nixon for Governor  
6763 Hollywood Boulevard  
Hollywood 28, California**

October 4, 1962

Dear Bill:

If you have not already seen the attached article which appeared in Reader's Digest, "Caution: Vote Thieves at Work!", I thought you should read it.

This is the essence of what has to be done. Note especially the paragraph on pp 123.

Good luck -- and best regards.

WIN WITH NIXON!

H. R. Haldeman

Mr. William Haight  
210 West Seventh Street  
Room 735  
Los Angeles 14, California

Murray Chotiner

10-2-62

Bob Haldeman

Leone Baxter informs me that she has the following information from Frank Jordan:

The state plans to buy \$50,000,000 to \$60,000,000 in heavy equipment for the Feather River Project from foreign countries at reduced prices in order to make up the budget deficit for this project.

Jordan feels that Brown or Warne should be publicly queried on an innocent basis as to where the state is going to buy this equipment and force them to reveal this plan.

J. R. White

10-3-62

Bob Haldeman

Attached hereto is the second \$100.00  
contribution received from Mrs. Frank G. Kranz.

I assume her check received last month  
has been processed and acknowledged, so the acknowledgment  
for this one should not be routine.

October 2, 1962

Dear Arch:

I assume you are planning to video tape the October 8th Dinner, but would appreciate a positive confirmation of this since we plan, as you know, to edit the tape of the telecast to use commercially following the Dinner.

Many thanks, and best regards.

WIN WITH NIXON!

H. R. Haldeman

Mr. Arch Monson, Jr.  
127 Montgomery Street  
San Francisco 4, California

October 1, 1962

Dear Mr. Rosefield:

I am sorry this reply to your letter of September 13th to Dick Nixon has been delayed. It was received during the campaign kick-off week while he was traveling, and referred to my office. Unfortunately, I too have been on the road much of the time the past week or two.

We do want to assure you of our appreciation for the thoughtfulness that went into your letter. It is heartening to Dick, as it is to all of us in the campaign organization, when such offers to be of assistance are received here.

We will certainly bring to the attention of others your comments and suggestions. Whether or not your idea can be implemented in view of the already planned programs now being effected, I do not know. Nonetheless, we appreciate your writing us as you have, and if further thoughts occur to you in the remaining weeks of the campaign, I certainly hope you will let us hear from you. Your suggestions will be given every consideration, and are gratefully received.

Many thanks again for your enthusiasm, interest and support.

WIN WITH NIXON!

H. R. Haldeman

Mr. Jerome M. Rosefield  
472 Wildwood Avenue  
Piedmont 11, California

John Ehrlichman

10-1-62

Dorothy Wright

John -

Gladys O'Donnell called me this morning about a couple of matters, one of which I am referring to you herewith:

She said she had spoken to Rose about this -- but was wondering what if anything had been done as follow-up. It seems a fellow by the name of Glenn Purvine is ready, willing and able to donate his car, tape recorder and loud-speaker -- to travel statewide -- either preceding or with the candidate's party -- providing the hoopla etc.

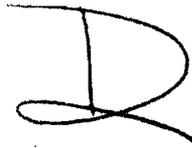
Gladys wants to be sure we know of this offer and that it does not go unacknowledged.

Could you have someone either write or call Mr. Purvine?

Mr. Glenn Purvine  
112 Loma Avenue  
Long Beach 3  
GEneva 9-4596

- and Gladys will appreciate being advised when the needful has been done; apparently Purvine keeps calling her.

- many thanks.



Charles Farrington, Jr.

10-1-62

Bob Haldeman

All requests received for Joe Shell as a  
speaker should be referred to me for personal handling.

Pat Hillings

10-1-62

Bob Haldeman

Dear Pat -

Thanks very much for your report on  
the Speakers' Bureau.

It sounds to me like you're making real  
progress. There are always problems, but you seem to  
be working things out very well.

Many thanks.

---

Charlie Farrington and Dave Hunter

10-1-62

Bob Haldeman

Further on the Telethon critique:

- 1) We need more human interest questions.
- 2) We need more opportunity for RN to show righteous indignation to some questions.
- 3) The following were especially great improvements over the Primary Telethon:
  - a) the work of the emcee;
  - b) the shortened comments by the question-askers;
  - c) the local people answering the phones instead of pretty girls;
  - d) the celebrities.

Charlie Farrington

10-1-62

Bob Haldeman

Will you please cover these points with the individuals concerned for consideration of future Telethons?

- 1) The question sorting room should be off-bounds to all personnel except those specifically assigned to question sorting, i.e. Hunter, Woods, Hamilton and Haldeman - and Boyd Gibbons who will handle the runner chores.

In order to enforce this, I think we should put only enough chairs in the room for the above mentioned people, and should inform all of our staff they are not to use this room before or during the Telethon.

The reason for this is not secrecy, but efficient operation. It is impossible to handle the question sorting chore and the necessary communication among those so involved if there are other people moving in and out of the room, talking to the sorters etc.

Among the problems in Salinas were the use of the room as a celebrities waiting room before they went to make-up; its use as PN's waiting room before she went on her party tour; a general resting place and focal point for several staff members; a viewing room for one of the Nixon-Airs who got tired carrying messages back and forth; constant popping in with people who had things to chat about that could have waited until later... or never.

In other words, please ask everyone to stay out of the sorting room.

Along this line, I think it is important that monitors be available to staff members in other areas of the stage so that they will have some place to watch the program. This would apply to such people as Bud Look, Ray Arbuthnot, the celebrities etc.

- 2) The identification signs for the telephone operators were way too small.
- 3) At the time the show went on the air, Lloyd Nolan was wandering around, totally lost, not knowing where to sit or what to do.
- 4) We need much better crowd control. There were all sorts of extraneous people wandering all over the stage, including - I am sure - whatever Brown spies were assigned to cover this.
- 5) We need more set decoration. They apparently only had two of the miniature 24-sheets. There should be more of this material available and the production crew should carry a reserve supply.
- 6) We discussed during the program the audience noise level problem. This should be carefully looked into ahead of air time.
- 7) Regarding Rex Mays, everyone agreed he did a superb job, but there are a couple of minor suggestions:
  - 1) I think he could put more fire and enthusiasm into his opening;
  - 2) I think he could speed up his rate of delivery on the half-hourly wrap-ups, which would make this much more effective.
- 8) There was fund-raising pitch at the opening of the show, another one 20 minutes into the show, and another one at the end of the first 30 minutes; I think this is too close together --- they should be about every half hour.

- 9) It seemed to me that Payne was on too long the first half hour. I think a change of pace of interrogators is especially important in the early part of the show to get the show off to a good fast start. This is no criticism of Payne - but merely of the timing.
- 10) I think it was a mistake to let McCarthy on to make a speech, and as agreed, I don't believe he should be on the air except in San Francisco, which is his area.
- 11) The Philippino translation is good, but if we repeat this type of thing, I think it should be as it was this time -- in the latter part of the show -- because it does slow the pace down tremendously. I also think there was a little too much of it.
- 12) RN was concerned about the fact he was trapped into a visit with the studio audience -- which he avoided by going to the operators instead; also by being forced to ask the questions himself at the beginning and at other times during the show. It was his understanding and we had agreed with Roarke before show time that neither of these things should be done. This should be clearly settled between Roarke and RN prior to the next Telethon.