

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	18	08/27/1962	Memo	Memo from RN to Bob Haldeman. 1 pg. Duplicate not scanned.
62	18	08/14/1962	Memo	Memo from RN to Bob Haldeman. 1 pg. Duplicate not scanned.
62	18	08/30/1962	Memo	Memo from Rose Mary Woods to Bob Haldeman. 1 pg. Duplicate not scanned.
62	18	08/24/1962	Memo	Memo from David Hunter to Richard Nixon. 1 pg. Attached to previous.
62	18	08/23/1962	Memo	Memo from Midred Younger to Richard Nixon about Campaign theme. 1pg. Attached to previous.
62	18	08/06/1962	Memo	Memo from RN to Bob Haldeman. 1 pg. Duplicates not scanned.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
62	18	10/11/1962	Memo	Memo from RN to Bob Haldeman. 1 pg.
62	18	10/12/1962	Memo	Memo from Bob Haldeman to RN. 1 pg. Attached to previous.
62	18	09/24/1962	Memo	Memo from RN to Bob Haldeman about Attached wire from Noreen Hodges. 2 pgs including attachment.
62	18	09/18/1962	Memo	Memo from Bob Haldeman to RN. 1 pg.
62	18	09/10/1962	Memo	Memo from RN to Bob Haldeman. 1 pg. Attached to previous.
62	18	09/19/1962	Memo	Memo from Bob Haldeman to RN about 9/10 memo. 1 pg.
62	18	09/10/1962	Memo	Memo from RN to Bob Haldeman. 1 pg. Attached to previous. Duplicate not scanned.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
62	18	09/04/1962	Memo	Memo from RN to Bob Haldeman. 1 pg. Duplicate and newspaper clipping not scanned.
62	18	09/05/1962	Memo	Memo from RN to Bob Haldeman. 1 pg.
62	18	09/04/1962	Memo	Memo from RN to Bob Haldeman. 1 pg.
62	18	09/04/1962	Memo	Memo from RN to Bob Haldeman about the Italian community. 1 pg. Duplicate not scanned.
62	18	09/26/1962	Memo	Memo from Bob Haldeman to RN. 1 pg.
62	18	09/18/1962	Memo	Memo from Bob Haldeman to RN. 1 pg.
62	18	09/16/1962	Memo	Memo from Bob Haldeman to Mrs. Betty Haldeman. 1 pg. Attached to previous.

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62	18	09/13/1962	Memo	Memo from RN to Bob Haldeman about Chamber of Commerce members. 1pg.

INTER-OFFICE MEMORANDUM

Nixon for Governor

*hold for
report from
Vaughn
per
my
memo*

To: Bob Haldeman

Date: August 27, 1962

From: RN

Subject:

Distribution:

I was wondering if you were able to get any new workers out of the Vaughn meeting? This might be a pretty good test as to whether or not we should schedule more meetings of this type during the campaign period.

Nixon for Governor

hold

To: Bob Haldeman/Bob Finch/Murray Chotiner Date: August 14, 1962

From: RN

Subject:

Distribution:

The memorandum with regard to distribution of the Reader's Digest reprint reminded me vividly of the necessity for us to shake up the thinking of everybody connected with our campaign so that the first priority of our campaign effort is being concentrated on Independents, Democrats and other swing voters who will tip the balance in the election.

I want prepared on a crash basis so that I can see it when I return Monday a brief but accurate analysis of who these groups are and a suggested program as to what campaign activities will be directed specifically to reach them. For example, in making the analysis the Facts Consolidated poll indicated that 6 percent of the voters who were for Brown said that they "might change". Cory obviously should be able to tell us what occupational groups, minority groups, and registration groups these 6 percent primarily fall in.

This information then should be used to plan our campaign attack in those areas.

In summary, I realize that a certain amount of literature, campaign gimmicks, etc. has to be prepared and allocated for campaign headquarters, rallies, our own workers, etc. This is always done in any campaign. In some campaigns it is enough to win. But the Knowland campaign in 1958 is a striking example of what can happen when this is all the campaign organization and the advertising agency does. I want our organization to concentrate scientifically and in depth on the votes that may shift between now and November 6.

We have been tackling this problem up to this point primarily in generalities. Now is the time to break the problem down into specifics as Kennedy did in his 1960 campaign and to pinpoint our efforts where they will do the most good.

INTER-OFFICE MEMORANDUM

Nixon for Governor

hold

To: Bob Haldeman

Date: August 30, 1962

From: Rose Mary Woods

Subject:

Distribution:

I thought you might like to see (per attached memo) RN's reaction to Dave Hunter's thoughts on slogan.

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

To: Richard Nixon

Date: Aug 24

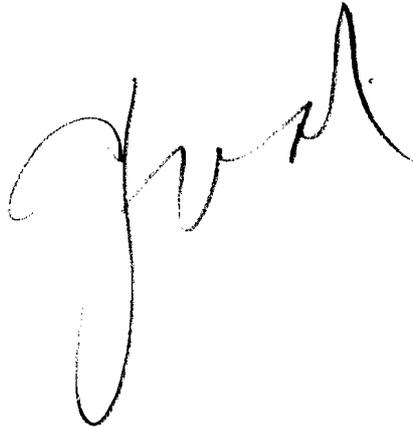
From: David Hunter

Subject: Campaign theme re. Younger memo 8/23

Distribution: Hess, Haldeman, Frey, Finch, Younger

I have one fear about the slogan "Nixon Knows." It might be turned by Lerner and Brown to "Nixon? No!"

While I haven't really a good substitute, might we pursue the idea of Nixon leading the state--something like "Nixon Leads". This would offer some of the same advantages as Millie's suggestion. It might also help create the psychological climate of Nixon leading the race. It also relegates Brown to the role of a follower.

A handwritten signature in cursive script, appearing to read "David Hunter". The signature is written in dark ink and is positioned centrally below the main body of text.

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

To: Richard Nixon Date: August 23
From: Mildred Younger
Subject: Campaign theme
Distribution: Steve Hess, Bob Haldeman, Don Frey, Dave Hunter, Bob Finch

If I understood Steve Hess correctly before he went East, you are still looking for a good over-all campaign slogan or phrase to characterize the campaign. I think it might well be "Nixon Knows". The general topic could be "Nixon Knows California" with short radio and TV spots developed around such particular themes as "Nixon Knows Water"; "Nixon Knows Education"; "Nixon Knows Welfare" etc. etc.

Brasemuch

Nixon for Governor

~~CONFIDENTIAL~~

DETERMINED TO BE AN ADMINISTRATIVE MARKING

E.O. 12358, Section 1.1

By *RIP* WARS, Date *4/10/87*

To: Bob Haldeman 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 herd 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.

INTER-OFFICE MEMORANDUM

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

To: Bob Haldeman

Date: October 11, 1962

From: RN

Subject: Readers Digest Reprints

Distribution:

Please let me know how they are distributing the Readers
Digest reprints (English language ones).

*Bob
details in info attached*

RN

10-12-62

Bob Haldeman

Distribution - Reader's Digest Reprints

Listed below is detailed report on distribution of the 100,000 reprints:

10,000	Fresno County Fair
5,000	Ventura County Fair
5,000	Reserved - for distribution at special events - Canoga Park Frontier Days, San Diego Fiesta, Azusa Diamond Jubilee. Supplemental list of smaller events also on hand for distribution of balance, if any.
20,000	Distributed by 10 Northern California field men to Nixon Coffee Hour Chairmen in 18 major counties.
9,000	Distributed to Southern California Coffee Hour Chairmen.
20,000	Distributed to Nixon Democrat Chairmen throughout state for door-to-door use and for special mailings in certain areas where subject matter would be helpful, particularly with people of European ties.
1,000	State Headquarters and staff distribution.
20,000	50 to 75 copies sent to all Nixon Headquarters in state, plus most Republican Headquarters in state.
10,000	Door-to-door distribution in mail boxes in Catholic districts of San Francisco.

The Spanish language edition has not been received as yet. Follow-up telegram has been sent.

INTER-OFFICE MEMORANDUM

Nixon for Governor *file*

To: **Bob Haldeman**
From: **RN**
Subject: **Attached Wire from Noreen Hodges**
Distribution:

Date: **September 24, 1962**

I do not want you under any circumstances to call this wire to the attention of Charlie Lee. He could not have been more friendly and helpful. The fault was with our WIN program manager in failing to tell him that the way he could be most effective would simply to introduce me and then to tell everybody that he under no circumstances wanted to tell them how to vote but wanted to give them a chance to see one of the candidates.

In the future whenever I am introduced to workers by management personnel, our advance man and whoever is handling it from the WIN program should get this across in a friendly manner. This, of course, goes back to the original boo-boo when the release was put out to the effect that we were going to try to get at the workers in the plants through management. It is a psychology that our own people have not understood.

I want you to have a talk with Dan Waters and whoever else works in the WIN program and to explain to them patiently again that the most effective way management can help is to open the doors for us but then as distinguished from labor leaders to make it patently clear at every opportunity that they are not trying to influence how their personnel will vote but they are just trying to be "fair."

CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION TELEGRAM

W. P. MARSHALL, PRESIDENT

SF-1201 (4-60)

SYMBOLS

DL = Day Letter

NL = Night Letter

LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

651A PDT SEP 19 62 LA079 0A165
O GLB115 NL PD TDGL SOUTH GATE CALIF SEP 18
RICHARD NIXON

6763 HOLLYWOOD BLVD LOSA

YOUR SPEECH TODAY TUESDAY SEPT 18 AT CONSOLIDATED WESTERN STEEL
WON AT LEAST FORTY UNDECIDED VOTES WHICH WERE LOST IN THE NEXT
MINUTE BY CHARLIE LEES SPEECH. PLEASE TRY TO AVOID MANAGEMENT
ENDORSEMENT OF ANY KIND IN FUTURE. YOUR PRESENTATION IS ENOUGH.
THEIRS ANTAGONIZES

NOREEN HODGES.

FYI
Sked Committee

RN

9-18-62

Bob Haldeman

You asked for a brief report on reactions to the September 7th luncheon with the group of young women.

Attached is a report just received from my mother which certainly indicates it was an extremely worthwhile meeting.

INTER-OFFICE MEMORANDUM

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

To: Bob Haldeman

Date: September 10, 1962

From: RN

Subject:

Distribution:

I was tremendously impressed by the quality of younger women who attended the luncheon your mother planned. I was wondering if you could give me a brief report as to what effect the meeting had in terms of follow-up and their reactions.

9/16
to Betty Haldeman
"could you let me
have a report on
this?"

RN

9-19-62

Bob Haldeman

Your memo of 9-10 re: Central Committee Chairmen (copy att.)

Beginning today, Ed Slevin and Bill Stover are touring Southern California, meeting with each County Chairman. They will wind up with Parkinson, to report to him and suggest how he can work into this operation. By the end of this week, Southern California should be covered.

Slevin has set up the same procedure for Northern California with some of his field men who have been well briefed. They also are on the road.

Nixon for Governor

~~CONFIDENTIAL~~

To: Bob Haldeman

Date: September 4, 1962

From: RN

Subject: DETERMINED TO BE AN ADMINISTRATIVE MARKING E.O. 12356, Section 1.1

Distribution: By ~~RP~~ NARS, Date 4/10/87

OK
see memo re Slern & Stover date 10/4
RN

I have spoken to you and others previously about getting the word to the Nixon Chairmen in all of the counties, and particularly the smaller counties -- this should be done by Weinberger for County Chairmen and other county officials and by you and our people for the Nixon Chairmen.

A great number of correspondents will be coming around to see how we are doing and it is very important that we all take a very optimistic line.

From the attached article by Jim Bassett you will see the reason for this. The whole lead of the article is that Brown does better -- Democratic Chairman takes optimistic line -- Nixon Chairman takes the other line.

This should not be done by a memo but it should be done by calls -- get it across even to fellows like Leetham and the like -- they have to take an optimistic line. This is a good prime example of what I mean.

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

To: Bob Haldeman

Date: September 5, 1962

From: RN

Subject:

Distribution:

Steve Hess should be given whatever material you have
for spots -- so he can edit it and give it to me.

REF
in ee, mifew.

Bob Haldeman

September 4, 1962

RN

Italian Community

I still think Sanguinite could have some influence on the Italian people.

We should make a contact with the fellow at Al Italia Airlines and get moving in the Italian community.

Dan Waters

9-5-62

Bob Haldeman

Italian Community

RN's September 4th memo on this subject
is self-explanatory.

Will you please go back to Joe Micciche and
see if the contact with Sanguinite can be made, as
well as the fellow at Al Italia Airlines?

Let me know what is accomplished so we can
advise RN that action has been taken.

RN

9-26-62

Bob Haldeman

I have been advised by several people recently who have had contact with Joe Shell that he is declining some of their requests for participation in various phases of our campaign. The reason he gives is that while he has been asked by several others to do many things in the Nixon campaign, he has never been asked by Nixon himself to do anything.

RN

9-18-62

Bob Haldeman

You asked for a brief report on reactions to the September 7th luncheon with the group of young women.

Attached is a report just received from my mother which certainly indicates it was an extremely worthwhile meeting.

9-16-62

to: Mrs. Betty Haldeman

- could you let me have
a report on this?

A handwritten signature in black ink, appearing to be the initials 'BH' with a horizontal line extending from the end of the second letter.

BOB HALDEMAN

INTER-OFFICE MEMORANDUM

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

To: **Bob Haldeman**

Date: **September 10, 1962**

From: **RN**

Subject:

Distribution:

I was tremendously impressed by the quality of younger women who attended the luncheon your mother planned. I was wondering if you could give me a brief report as to what effect the meeting had in terms of follow-up and their reactions.

Bob Haldeman

September 13, 1962
(RN Dictated 9/11/62)

RN

Coffee Hours

Edgar Hoover said that Connally's programs in Texas, where he used morning television for women's coffee hours on a regularly scheduled basis for the last two weeks of the campaign, were immensely successful and relatively inexpensive. You have seen Florence Wellborn's memoranda on this.

I am not suggesting that it be committed at this point, but I would like an under-study as a possibility of something we might add at a later time if funds become available.

RMW
I told RN today
(9-17) that these
were stored
disc + decided to hold
use beyond to
use funds for
instead.

Bob Haldeman

September 13, 1962
(RN Dictated 9/11/62)

RN

Chamber of Commerce Members

Perhaps you ought to have John Vaughn check on the graduates of the Chamber of Commerce Schools of Politics. There must be a list of several thousand in California who have taken these courses, and they ought to be approached -- not now for the purpose of having them take leading parts in our campaign, but at least to mobilize them as campaign workers.

RN
We ~~have~~ have
full lists on a
city basis & Slavin
is in city of
dist. & follow thru.