

CHAPTER FOUR

CAMPAIGNING

THEY JUST DON'T campaign for President the way they used to. But I suspect they will again sometime; campaign reform comes and goes.

In the 1960 campaign, there were dirty tricks on the Nixon side and also on the John Kennedy side. But the Nixon campaign staff always felt a bit outclassed; the Kennedy fellows were really much better at the dirty stuff than we were.

Nixon's 1960 campaign managers were Leonard Hall and Robert Finch. James Bassett and Congressman Robert Wilson handled scheduling and the advance work. Hall was a Long Island politician of the old school, allied with Nelson Rockefeller and identified with the orthodox Republican Party organization, such as it was. The others were old Nixon friends from California. Finch was on Vice President Nixon's staff, had worked for him for years and was being groomed by Nixon for some always-elusive elective office. Finch was elected once—he became Lieutenant Governor of California under Ronald Reagan in 1966—but he was really cut out for the Congress. He was photogenic, could give a pretty good speech and had an easy smile. In Congress it seems to help if you're a little scattered and disorganized, and Bob Finch was that. He had no talent whatever for running a campaign, or running the Department of Health, Education and Welfare, or running anything else requiring much consistency and firmness.

Between the 1960 campaign and 1968 there was a major change in the cast of characters. Bob Finch, Bob Haldeman and Rose Mary Woods