

## DOCUMENT WITHDRAWAL RECORD (NIXON PROJECT)

| DOCUMENT NUMBER | DOCUMENT TYPE         | SUBJECT/TITLE OR CORRESPONDENTS                                                                                                                                                                                                                                                                                                        | DATE    | RESTRICTION                   |
|-----------------|-----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------------------------|
| 1               | Tel<br>con<br>memo    | Elmer Bobst to RM Woods]<br>re: [Comments on Presidential<br>supporter]                                                                                                                                                                                                                                                                | 3/16/69 | D<br>1P.                      |
| 2               | [Tel?]<br>con<br>memo | Elmer Bobst to RM Woods] re:<br>[FTC and proposed arrangement<br>of Warner-Lambert with<br>Parke-Davis] Cover memo<br>to case file; top item<br>now: Note for Peter [Flanigan?]<br>n.d., re: ["Hold separate"<br>arrangement FTC <del>has</del><br>has requested Warner-Lambert<br>company to use in regard to<br>Parke-Davis company] | 7/27/71 | B, D<br>Poss. E<br>3pp.<br>C. |

## FILE GROUP TITLE

WHSF President's Personal Files  
CRMWJ Alpha-Subject File

## BOX NUMBER

25 21

## FOLDER TITLE

Bobst, Elmer

## RESTRICTION CODES

- A. Release would violate a Federal statute.  
B. National security classified information.  
C. Pending or approved claim that release would violate an individual's rights.  
D. Release would constitute a clearly unwarranted invasion of privacy or a libel of a living person.

- E. Release would disclose trade secrets or confidential commercial or financial information.  
F. Release would disclose investigatory information compiled for law enforcement purposes.  
G. Withdrawn and return private and personal material.  
H. Withdrawn and returned non-historical material.

*SP*  
Elmer Bobst to rmw

Cancer Project: I spoke to the President about this over a year ago. Yarborough got it. The majority of the Senators voted for this to go ahead. It is completed. I have been to severam meetings -- it is in a form where the Congress will act on it. I have included in my letter to you a letter from Ted Kennedy - he, I think, ~~would~~ would like to initiate this. I don't want him to. I would like to see this in the President's State of the Union message.

It will be about 330 million dollars this year. It is the most ~~fatal thing~~ vital thing and emphasize this.

Health: RN should talk to Dr. Charles Edwards - best informed man FDA - he is well informed in medicine and business. I would like the Boss to have ~~xxxx~~ a talk with him.

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Talk to Ed Morgan -- Elmer wants this in the President's speech. It is kind of a quick report -- that the President ought to read. You ought to read it too. I don't want Kennedy to put ~~xxx~~ it in. ~~Get the special edition~~ Get the special attention.

HEW should do this.

The President ought to take a deep interest in this because it probably is one of the most important things ~~face~~ facing us.

February 25, 1969

Dear Mr. Bobst:

Just before leaving for Europe, Rose Mary asked me to tell you how much Tricia and Julie enjoyed seeing the booklet which you mentioned to them when you had lunch together in December.

She asked that, as you requested, I return the booklet to you for your files.

Rose Mary, I know, would want me to send her very best wishes to Mrs. Bobst and to you.

Sincerely,

Marjorie Acker  
Secretary to  
Rose Mary Woods

Mr. Elmer Bobst  
201 Tabor Road  
Morris Plains, New Jersey

ma

NIXON PRESIDENTIAL MATERIALS PROJECT  
DOCUMENT CONTROL RECORD

ITEM REMOVED FROM THIS FILE FOLDER

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ELMER HOLMES BOBST  
7 EAST 60<sup>TH</sup> STREET  
NEW YORK, N. Y. 10022

December 15, 1970

Miss Rose Mary Woods.

Dear Miss Woods:

Mr. Bobst asked that I send these to you  
for transmittal.

Do hope you have a very nice holiday.

Sincerely,

Carolyn Jackson

2p  
Elmer Bobst to rmw  
4/15/71

He said when he was at the WH for the dinner following the session in Stans' office, the President asked him what he thought of the meeting and he said he would write. Then he decided to call and tell rmw:

He thought McCracken made a very bad impression on this group. He is not a good speaker - ~~not forceful and not impressive looking~~ ~~and doesn't look tough~~ he does not know how to talk effectively. The questions he was asked by the group - major question - will there be any control of wage and prices - his answer ~~xx~~ was a ~~stuzz~~ stock answer -- that the President would not go for it. He did not go into any reasons why or anything else.

When he was asked about the economy it was ~~jumbled~~ jumbled - you could not get much out of it one way or the other. He did not say the economy will be better -- people who were there were disappointed by his performance.

I got tired of the same question - wage and price controls and asked "How long are we going to permit the unions to run the United States of America? Are we going to go to the point where Great Briain is -- where we have no control?"

I don't have much for economists -- I use my own judgment. We will have a better record than last year. January was bad - February picked up -- March came along good. First week in April was not too good but we are looking for a very good second quarter. Superior to last year. 9% higher per share ~~earning~~ earning for the first quarter of last year.

I have been against the policy of high cost of money. I ~~don't think~~ ~~it~~ didn't think it would work -- the only way it can work is to bring about a depression.

George Murphy -- communications media -- find out about it. They ~~came~~ came down to see me to get financial help. I know it is necessary to put out the true facts -- but industries should do ~~by~~ that by threatening the networks that unless they tell the truth - upgrade this country rather than down grade it.

~~Meyer Davis~~ -

Meyer Davis -- of course would like to ~~play~~ play for THE WEDDING -- there would be no charge, etc. rmw said I thought they had already chosen the orchestra. He could go ahead and send in his song -- but

HOW DO YOU UNSCRAMBLE EGGS?

*File  
J. J. Jones  
B. B. B.*

We were a little surprised and a little disturbed to read that the Federal Trade Commission seriously charges that the Warner-Lambert's last year's merger with Parke-Davis violates the Federal anti-trust act. The FTC is a proliferating bureau staffed with hundreds of lawyers. As set forth in Parkinson's Law, they know they all must keep busy doing something and, of course, they know also that if one of the young lads comes up with a bright idea that sounds like headlines "the management" may give it a try.

The courts must eventually decide whether such trial balloons float on prejudice or merit. With every such try many more lawyers are kept working, and eventually again, the public must pay the bill either in taxes or in higher prices for what they buy.

However, in the Warner-Lambert--Parke-Davis Case, the two large companies involved were not ingenues. Both had experienced executives who knew all about the anti-trust laws, and who hired the advice of competent and experienced counsel. Their study showed that the chosen skillet was not hurtfully hot before they scrambled the eggs.

From our window it looks as if the public might be better served through the combined resources of the merger than by courting damage to public confidence in trying a costly court attempt at unscrambling. Also, there is an almost facious tinge coloring the FTC charge. It points out that the merger of W-L and P-D moves them from 12th and 14th position into third largest. What's so guilty about that? How guilty was the old third place holder? It's about as realistic an argument as the answer of the old lady who was told that in train collisions most of the deaths occurred in the last car. With the economic acumen of some bureaucrats, she asked, "Why don't they leave the last car off?"

NIXON PRESIDENTIAL MATERIALS PROJECT  
DOCUMENT CONTROL RECORD

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re typed  
for Peter

The staff of the FTC has requested the company have a "hold separate" commitment in respect to Parke Davis. Such a commitment on the part of the company would make it impossible to manage Parke Davis in a way which is necessary to revitalize it and to make it a truly competitive unit in the end. >

~~As~~ If such a "hold separate" arrangement is imposed on the company by the government, it would be tantamount to a divestiture order against the merger since Warner Lambert management and board of directors would have absolutely no control or direction over Parke Davis. The point here is that if the staff of FTC is successful in their efforts to obtain the "hold separate" arrangement they ~~xx~~ will have indirectly ~~xxx~~ accomplished their ~~xxx~~ purpose through a procedural means even though a court might ultimately rule against the staff ~~of these~~ on these substantive merits of the merger. In order for the staff to get the "hold separate" arrangement they must obtain the agreement of the Commission itself. It is imperative therefore that the commission not grant the staff the "hold separate" arrangement. In view of the history of this ~~xxx~~ case and the present agreement of the company not to diminish the reliability of the Parke Davis such a "hold separate" arrangement is totally unnecessary and ~~xx~~ inappropriate. It should be kept in mind also that "hold separate" arrangements are quite unusual when opposed by the company and have been granted by the courts only once or twice in highly unusual circumstances.

Dear Rose:

I found this article among some of my souvenirs,  
and have also sent a copy to Dr. Arthur Burns.  
Perhaps some day you can bring it to the  
attention of the 'boss'.

Elmer Bobst 9/21/71

ADDRESS DELIVERED TO  
LITITZ HIGH SCHOOL ALUMNI, LITITZ, PA.

FRIDAY, JUNE 1, 1951

By

MR. ELMER HOLMES BOBST

Some thousands of years ago, a thoughtful young man, early in his journey through life, sought counsel of the King as to what steps he might take to make the journey a success. So he asked the King -- a very wise man whose name happened to be Solomon -- what he should acquire to make his life fruitful and successful. King Solomon stroked his chin for a while, then said, "Young man, acquire knowledge -- yes, that is the principal thing -- therefore, acquire knowledge. But, hold a moment, not knowledge alone, but with all your getting be sure to also get understanding." And, that is my theme tonight.

Abysmal ignorance of the basic laws of harmonious living is man's greatest tragedy. From this lack of knowledge springs every social calamity that can befall mankind, such as, suspicion, greed, hatred, suffering, poverty, and war. All men instinctively know that these evils were not meant to be. Every thinking person is surely aware that if the inestimable amounts of money and human energy dissipated in war and lesser social and class conflicts were diverted into constructive channels, there would be a peace and security that would pass all understanding.

Men the world over are seeking a plan for improving human relations. They are looking for a sort of blueprint to guide them in the erection of a permanent structure for peaceful living. Alas, no such blueprint exists today. Nor, I may add, is there any truly unselfish concerted effort on the part of all the so-called free nations of the world to produce one. Due mainly to selfish interests, it seems impossible for even free nations to see eye to eye

The vigorous and phenomenal growth of Communism during the past two decades, however, can be attributed, in the main, to the fact that it has, and has had, a well defined blueprint for its course of action. Every school child in Russia and the satellite nations is taught Marxist ideology and thoroughly familiarized with the plan for world domination.

But, has it ever occurred to you that such an ideology cannot be implanted into the minds of people and grow and flourish unless the ground be fertile? Have you not observed that throughout the world, Communism follows in the pathway where poverty, suffering, and disease -- yes, starvation and death -- have been rampant for many years? It has pushed forward as destructively and surely as a swiftly moving avalanche where there have been inefficient and inhuman governments.....in most cases, the result of exploitation by stronger nations.....nations such as Great Britain, France, and, sorry to say, our own United States.

Possessed of an insatiable greed, we and these companion nations have fed on the very life blood of struggling millions of our fellow beings with eyes blind to their terrible suffering. Is it any wonder that the whole of Asia, including India with its teeming millions, may well become engulfed by Communism? Surely everyone knows that year after year hundreds of thousands of Chinese, Indians, and other Asiatic peoples needlessly die of starvation. The average life span of these unfortunate peoples is less than forty years, in sharp contrast to our span of sixty-seven years.

Have England and the United States taken any steps to eradicate or even to mitigate this terrible situation? Certainly none on any wide scale. Bear in mind that these Asiatic people ask only the bare necessities, not the luxuries, of life -- are seeking only the right to live. But from the days of the Clipper ships right down to the present time, the Western world has fattened on the misery of the East instead of striving to help the Eastern peoples solve their sad economic problems. Right now -- today -- even with the full knowledge that the goods she sells serve to kill her boys in Korea and our boys as well, England is loathe to cut off business relations with the Chinese Reds in Hong Kong.

Greed is, indeed, a loathsome and terrible monster. Our own country has spent hundreds of millions of dollars for guns, aeroplanes, and other implements of war which were sent to China. Yes, millions and millions for weapons of death for these starving, impoverished people, but scarcely a dollar for rice to keep them from starving. What a sad commentary on our knowledge and understanding of the basic problems of Asia.

And so today, we are reaping in Korea the full and bitter harvest of our lack of knowledge and true understanding. The same lack that has been responsible for most of our national and international follies through the years. Our interest and England's interest in China is a business interest -- an interest in gaining as many dollars or pounds as possible -- and nothing more or beyond this. And the result is that we must stem the tide of Communism in the East with bullets and the sacrifice of American lives because we would not bother to develop a plan that would give these people the right to live.

Even in the future, as right now, in the event that we stay the progress of Communism after killing a million or more Chinese and Koreans, we still will have no plan, no blueprint for living harmoniously with the peoples of the East. What a terrible lack of understanding! What a frightful penalty to pay!

The issue of Communism versus Democracy will never be finally solved on the battlefield. It will only be solved when the free and relatively prosperous nations of the world unite in the development of an intelligent plan or course of action that will materially decrease and eventually eliminate needless sorrow, suffering, privation and want that prevail among at least half of the world's population. This is, indeed, a formidable and gigantic problem but it is entirely due to man's woeful

and willful ignorance of the economic and political phases of his existence.

Today, we know very little more about these phases than we knew about the physical or material phases of our existence a few centuries ago. Despite our imperfect knowledge of the fundamental facts, momentous decisions are reached and important laws are made. And, one of the most discouraging features of man's ignorance of the basic and true facts of his economic and political existence is his refusal to learn or benefit by past mistakes.

The peoples of the world have been making at least a half-hearted effort to get along with one another for five or six thousand years that we know of. Several times during this period of time, great civilizations and nations have arisen and progressed to proud heights of development only to eventually collapse through their own weaknesses. Historical documents which record the true and basic facts of these failures are available to anyone who has the desire to consult them. Yet, no really comprehensive, constructive effort has ever been made to gather the essential truths that would establish the definitive reasons for the self-destruction of these civilizations and nations. Our delvings into history have been more out of curiosity, for amusement, or as a pastime, then for the advancement of humanity. Serious, even profound, students of history have acquired at best a fragmentary knowledge of the subject and developed equally fragmentary theories of a very nebulous nature. This lack of a total, complete, and comprehensive knowledge of the economic and political phases of his existence must be responsible for man's repetition, time and again, of age-old errors.

When we are charting economic and political courses, why do we completely ignore the tragic and costly mistakes of past generations?

".....not knowledge alone, but also acquire understanding." We must

seek the truth, constantly bearing in mind that until we find it or truth finds us, we are groping our way, guided only by unstable theories based on half truths.

Tremendous benefits flow to the earnest searcher for the truths of life. One such benefit is the gradual freeing, the emancipation, from prejudice, of prime importance if understanding is to be acquired. Prejudice is one of the major obstructions to harmonious living. Prejudice begets fragmentary thinking which, in turn, precludes complete knowledge of the whole. Without complete knowledge of the whole, it is impossible to reach intelligent conclusions. We are as the three blind men examining an elephant. The one holding the tail said, "It's a vine!" The one holding the trunk said, "No, it's a huge snake!" The third, who had hold of a leg, cried, "My friends, you both are wrong; it is a tree!"

During the past fifty years, there have been great advances in all fields of the material or physical sciences: physics, chemistry, medicine, engineering. There have been countless inventions perfecting our means of communication and travel and lessening toil. This has permitted more hours of relaxation and rest. Unfortunately, however, not much, if any, progress has been made in improving human relations. Within considerably less than a half century, there have been two World Wars, and perhaps another is in the making. Millions of lives have been lost and billions and billions of dollars have been spent. The people of the world's nations do not want war, but, sadly enough, no one seems able to find the way of preventing war.

I cannot help but feel that the fault is due mainly to lack of knowledge and, of course, understanding. I have mentioned how deficient we are in our knowledge and understanding of the economic and political phases of our existence. I have dared to express the hope that a complete



and comprehensive review of history might provide the true and total knowledge that could lead to a permanent and enduring peace in the future.

Now, I want to mention another field of knowledge in which we are again all too deficient. It is, using the term in its broadest sense, the field of psychology. We must know more about the process of thinking.

To sum up, I strongly feel that all of us should pay more attention to history -- ancient, medieval, and modern. Serious study of history may provide at least a working knowledge of the basic facts of the economic and political phases of our existence. Lastly, we should all strive for some insight into the marvelous workings of the human mind. If the world is to survive and America to retain its place as the leading free nation, then we Americans must acquire more and more knowledge and, particularly, understanding. These are the components of wisdom.

Remember, too, that every American must actively and intelligently participate in the affairs of the Nation, the State, the City, and the Community. This is imperative if we are to safeguard the freedoms we have so dearly won. We must overcome our inertia and indifference to the problems of the future. We must no longer debate to what end and to what purpose we embark upon philosophic speculation about the morrow. We dare not subscribe to the spirit-soothing concept that much of today's unknown will be well understood tomorrow, simply because matters of common knowledge today were baffling mysteries yesterday. It is for us to determine today what the morrow shall bring forth.

"Wisdom is the principal thing, therefore get wisdom and with all thy getting, get understanding. Exalt her and she shall promote thee! She shall bring thee to honour, when thou dost embrace her. She shall give to thine

head an ornament of grace -- a crown of glory shall she deliver to thee."

Heed these exhortations of wise King Solomon. If you do so, my young friends, when taking an inventory of your accomplishments 50 years hence, you will not find, as so many do in the autumn of life, only fragments of fond hopes and fine dreams ----- and long-faded pictures of castles built in the air.

ELMER HOLMES BOBST  
7 EAST 60<sup>TH</sup> STREET  
NEW YORK, N. Y. 10022

October 15, 1971

Dear Rose:

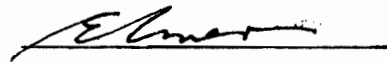
As you probably remember, through the offices of the New York University, a book concerning the life of Elmer Holmes Bobst is being written. Unfortunately, the efforts of the original writer, selected by the University, produced a manuscript which was not acceptable to Dr. Hester, the President, and several of his top professor-advisors. So, instead of a biography, they have persuaded me to produce an autobiography. A well equipped pro has been engaged to put together various episodes of my life as produced by me through tape recordings and, to an appreciable extent, by direct dictation.

The writer in question has asked for all kinds of articles, speeches, etc. that I have been guilty of delivering in past years. I came across two of these yesterday which I thought might prove interesting reading for you, in view that the one indicates I envisioned the untoward economic state of our country already in 1946. The conditions, which I referred to at that time, were in respect to quantity and quality of productivity.

The second letter was sent to President Kennedy, Jan. 7, 1963. It brought to his attention a message which I gave to all the Roche employees in the midst of the great depression in 1932. Perhaps you will find that message of some interest to you.

Trusting and hoping that each day serves to make you both stronger and closer to your normal zest and mental satisfaction in your wonderful help to the 'Boss'.

As ever,



Miss Rose Mary Woods  
The White House  
Washington, D. C. 20500

An address by Mr. E. H. Bobst at  
the Waldorf-Astoria Hotel on  
October 30, 1946 at a Dinner sponsored  
by the Federal Reserve Bank for the  
purpose of launching a U.S. Savings Bond  
Drive - Attended by 450 industrialists  
representing about 1,000,000 employees

I am choosing for my subject tonight a topic with which I am well acquainted and in which everyone is vitally interested. My subject is health, and I am familiar with it because I have been engaged in the drug business practically all of my business life. Now I could talk to you for hours about the many wonderful discoveries in medicine since I first began to fill prescriptions about forty years ago. I could tell you all about the old treatments for the devastating diseases that beset mankind and, as a striking contrast, tell you of the modern methods for bridling diphtheria, smallpox, tuberculosis, diabetes, pneumonia and syphilis. I could deal with the amazing action of the sulfa drugs and the antibiotics, Penicillin and Streptomycin, but, instead, I am going to turn from physical health or well-being to the subject of moral health and, needless to remark, the latter depends vitally on the former. Of course, real happiness in life is dependent upon both physical and moral well-being, and the point I wish to make is that we cannot have either of them for any length of time in full measure, unless we have economic good health.

You and I tonight can well be concerned about the economic health of our beloved country. My forefathers settled along an Indian trail in eastern Pennsylvania back in 1732. Within a short period thereafter, forty thousand immigrants settled in those parts, built their log cabins, cleared the land and raised their crops.

Those early Pennsylvania Dutch helped mightily to make our country great, for their philosophy was woven about two great virtues, WORK and THRIFT. When George Washington needed money badly during the sagging period of the Revolution, he sent Robert Morris to get the cash from the Pennsylvania Dutch. When Abe Lincoln found the Treasury becoming lean during the Civil War, he sent Jay Cook up to the Pennsylvania Dutch to get the cash, and during the first and second World Wars, the same Pennsylvania Dutch again made enviable records in supplying the cash by buying War Bonds. Not only the Pennsylvania Dutch, from which I sprung, but all of our early pioneers believed in the virtue of both work and thrift. It was on those mighty foundation stones, quarried from the rugged character of our forefathers, that our great Country was built.

Today, and ever since the end of the war, commentators, and editorial writers alike, keep screaming and ranting about the Red menace, warning us of the dire things which are happening because of the inroads of Communism. If we can maintain our economic good health, I hold we need have no real worry about Communism or any other "isms", any more than a man of vigorous well-being need worry about catching a cold. Every one of us every day has a multitude of deadly germs breathed into our lungs or taken in with our food, but we don't get sick as long as our body defense is up to par. There will not be any destructive inroad of Communism to weaken or kill our democracy so long as we keep the economic health of our wonderful country up to par.

No, I am not worried about the Reds, but with you fellow industrialists, I am sadly disturbed because of the false philosophy which has taken deep root among our people these past ten or fifteen years. I mean the fallacious idea that it is

progressively possible for man to work less and less and to receive more and more in return. It just doesn't make sense'. We must do something about it. We must take the responsibility for our economic health out of the hands of monte banks and charlatans - and by we I mean you and me. The battle cry for Election Day next Tuesday is "throw the incompetents and radicals out." I am for that; let's throw them out. What I am worried about is the festering focal infection which is gnawing at the vital guts of America; the mass disinclination to work hard and the mass desire to get something for nothing. Our country did not become great because of political strategists. It became great in spite of politicians. The strength of any country is never greater than the moral strength of its citizenship. There must be, first of all, strength in the home. Strength is born of self-dependence. There must be self-interest in home and self-interest in our country.

And so, my fellow industrialists, let us begin to preach the doctrine of work and thrift and strive, by a close and ever fairer brotherly relationship with our employees, to wean them away from the fallacious concepts that are fast leading to economic bad health and disease.

Let us start by selling our employees America - each one of them a small part of it - by selling them U. S. Savings Bonds. Let us secure our vast public debt by getting it out of our banks and into the hands of every wage earning countryman.

Let us make every American conscious of his responsibility to his Government by virtue of his financial interest in his country. Let us drive home to him the fact that

the integrity of the bond he now holds is dependent vitally on his buying more bonds. We fellow industrialists have within our hands the responsibility of keeping our country healthy. Let us strive to our utmost to sell true Americanism to our workers and let us, ourselves, exemplify in every way by our treatment of our fellow countrymen, regardless of race, color, or creed, that we are real Americans. Let's go here, there and yonder, preaching the sound doctrine of work, thrift, tolerance and brotherly love.

In a few minutes you will see a wonderful moving picture entitled, "America the Beautiful". It will show you the wonders of our beloved country - magnificent snow-covered mountains, great rivers, giant trees and the broad oceans lapping our shores. It will also show you fields of golden grain, smoke belching factories and feverish industry, properly shaded by scenes of America at play. Oh, America is beautiful and America is great. Let us keep it so. Let us heed the ringing call for true Americanism. For Columbia is calling -- calling as she never called before, "Give me men to match my mountains; give me men to match my vales; give me men to match my rivers! Give me men -- give me men!"

January 7, 1963

The President  
The White House  
Washington, D. C.

My dear Mr. President:

The following letter, which I addressed to some 2000 employees during the dark days of 1932, might prove to be an inspiration to the members of both houses, regardless of their respective parties.

"Everyone of us is fully aware of the chaotic state of the economic situation in our country and in every other country of the world. As to when the untoward conditions will improve, no one knows nor dare to venture an intelligent opinion. Certainly we cannot look for any improvement in our country until there are some indubitable signs of a return to sanity shown by our floundering, sadly inefficient Congress. Incidentally, soon we will all have the highly welcomed privilege of again selecting our representatives for Washington. When that day comes, I admonish you to put aside the question of political party and your past affiliations. Put aside such questions as wet or dry, capital, labor, veterans' bonus, and tariff, in the selection of your men. Blow away all smoke screens and disregard the halos painted over the heads of favorite candidates by the professional politicians. Instead say, 'No vote until I turn the searchlight on him.' Then look into his past and see whether his private and business life has been clean. Determine definitely whether the candidate is first of all honest; secondly, capable; thirdly, resolute. Send men to Washington who will think first and last of our country's interests and not their own. There are too many men in public service today, who, Judas like, kiss the Stars and



Stripes and then betray our noble flag for a bag of gold. Furthermore, apply the same standard in choosing your men for municipal county and state administration. Cry aloud to your fellow men and to the heavens: 'We will have honest, capable and resolute men only as our public servants'."

Best wishes,

Sincerely,

Chairman of the Board  
Warner-Lambert Pharmaceutical Co

—

Miss Woods -

From your friend Elmer Bobst.

CFJ 11/1/71  
Lye  
D. Sp. 1972

COMMITTEE TO ERECT A STATUE OF JOHN V. LINDSAY

Dear Sir:

We have the distinguished honor of being members of the Committee to raise \$50,000 to be used for the placing of a statue of John V. Lindsay in New York. The Committee was in a quandary over the selection of a site for the statue. We thought it was not wise to place it beside that of George Washington, who never told a lie, nor beside that of Franklin Delano Roosevelt, who never told the truth, since John V. Lindsay does not know the difference.

After some careful consideration we decided that it should be placed beside that of Christopher Columbus, the greatest frontiersman of them all. He started out not knowing where he was going, or where he was when he got there -- and upon returning he did not know where he had been -- and he did it all on borrowed money.

The inscription will read: "I pledge allegiance to John V. Lindsay and to Fun City debt for which he stands, one man, expendable with socialism and taxes for all, except welfare takers."

Moses said to the children of Israel: "Pick up your shovels, mount your asses and camels, and I will lead you to the Promised Land." Nearly 6,000 years later, FDR said: "Lay down your shovels, sit on your asses, light up a Camel this is the Promised Land." NOW John V. Lindsay is stealing your shovels, kicking your asses, raising the price of Camels, and taking over the Promised Land.

If you are one of the few people who have money left after taxes, we expect a contribution from you.

Very truly yours,

COMMITTEE TO ERECT A STATUE OF  
JOHN V. LINDSAY

ELMER HOLMES BOBST  
7 EAST 60<sup>TH</sup> STREET  
NEW YORK, N. Y. 10022

F.Y.I.

November 11, 1971

Dear Rose:

I know that you will welcome some comments from me on the Salute to the President Dinner, and particularly the President's speech.

In respect to the number of seats sold, I think we approached very closely to 1900 at \$500. per, as you know. Regarding his talk, I am happy to state that it was one of the finest and most engaging in character that he has ever made. His words and points were chosen with great care, and his delivery was one of great skill. It was really an electrifying type of speech practically nonpartisan in character but booming with the knowledge that behind every sentence there was a clean cut indication of leadership. I am sure this feeling pervaded practically everyone in the audience.

There is no question in my mind that as of this time, there is a growing awareness of the fact that our President is 'in the saddle' with a firm grip on the bridle and is displaying leadership powers, which cannot be matched by any Democratic candidate.

He must continue to create this impression without showing any sign of weakness in the further development of wage and price control. Labor must be forced to bow to righteousness in the control of our country's destiny.

With love,

Elmer

✓  
August 1, 1972

MR. PRESIDENT: *Spl*

Elmer Bobst called to urge that you send a message to Congress TODAY asking for legislation to legalize capital punishment for hijackers and kidnappers.

He thinks all of the people - particularly in view of the kidnapping in Minnesota and the hijacking yesterday where in each case they picked up one million dollars -- would be behind this type of legislation dealing with these two terrible problems.

*Rm*  
RmWoods

October 10, 1972

MEMORANDUM

TO: Dwight Chapin  
FROM: Rose Mary Woods



Elmer Bobst called last week to tell me that they are planning to dedicate the New York University Library on his birthday, December 16th.

Elmer says it will be the most beautiful library in the world.

Of course, they want the President to dedicate the building and will set the time to fit with his schedule.

I do think this is one you will have to at least check out with the President -- agree?

THANKS.

- 2 -

*Imp*

*1*

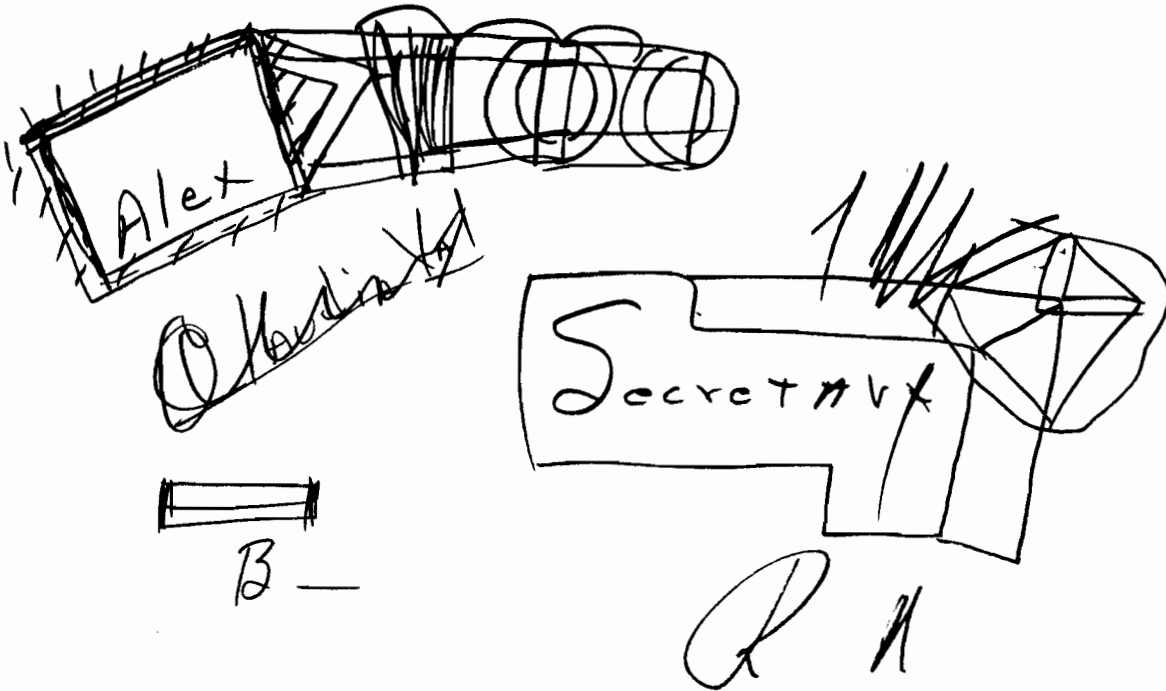
There is a general impression that there is ~~something~~ something going on between the White House and NVN.

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Jim Hester just called me.

This library is going to be dedicated on December 16th - my birthday. It is going to be the most beautiful library in the world. You must be there.

We want the President to dedicate it -- we could set the time in accordance with whatever plans would



10/2/72

Elmer Bobst to rmw:

"Ed Little -- he built Colgate. He met the President on his first visit down - he was one of the big men in New Jersey and he became quite interested in the Republican Party.

"He is 91 years old ~~now~~ now but still very active. He was operated on by Dr. DeBacky. He said he is feeling fine. He is very clever - he said I am calling you particularly Elmer because I think this McGovern thing on television was very fetching. ~~It was put together very well --~~  
~~It was put together very well --~~  
It was put together very well -- ~~his~~ his evangelistic approach is bound to be very convincing.

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Ed is very keen in advertising and promotion. He said those programs are very fetching and will get him ~~xx~~ many votes.

~~Nxx~~ Muskie came along and invited one million people to send in \$25.

"Ed thinks that the President should become very active -- but I do not agree. The thing I am worrying about is a landslide. We should have that to work out a good four years. McGovern can cut into that. We will find the same thing existing as exists now ~~if the~~  
~~we do not get~~ -- a Democratic Congress that is hostile in every respect.

"I was disgusted with the ~~Ex~~ New York Times trying to justify their position yesterday -- their reasoning was so inept in its character and was silly. I ~~xx~~ don't think they can do much harm . I think the reputation of the Times has gone down very materially -- and they are losing money now.

"I got Bill Lasdon for \$100 this year. I think Jack Mulcahy may run up to 1/2 million - but of course he is dealing direct this time rather than through me.

I am going to a party for MacGregor this week. I saw him a couple of weeks ago when ~~Lwas~~ he was up here. I think our chances of New York State ~~xxxx~~ and our general chances all the way through are not going to be hurt too much. ~~His campaign~~ His campaign has been geared to running down everything the President has done.

His wife says he is going to give his peace plan in the next few days.  
~~There is a genuine impression that there is something~~