

8 Oct 74 (1)

"H.R. Haldeman -- The Latest Model" - "H.R. (Bob) Haldeman, former advertising man and image-maker for Black Flag Roach Killer, Sani Flush and Richard Nixon, has been quietly transforming his own image. The crewcut, superloyal, tough-as-nails presidential chief of staff has disappeared. Now he smiles, often, speaks pleasantly and sports a new, longer hair cut. He is tanned, relaxed and reportedly plays a guitar. Several former White House colleagues feel the effect is calculated. 'Bob is very conscious of the effect. Even the skin-tight "Hun" image in the White House was cultivated,' said a former senior administration official. 'He's working on the new image with the same diligence. But he's the same guy underneath, and he's an SOB.' Another former White House staffer says Haldeman can change easily because 'he has no individual entity the way most men do. He requires someone to latch on to. If he hadn't found Nixon, he would have found someone else.'"

Story says Haldeman has two useful assets: Higby, who "was regarded as Haldeman's pipeline to the White House after Haldeman's resignation, and [who] remains so;" and thousands of feet of movie film taken from "privileged vantage points" in the White House and on Nixon's domestic and foreign trips.

SFC 3 Oct 74, Vera Glaser This entry to 3 Oct 74.

Nixon (demeaning remark to doctor) - Dr. Robert Toumajian, who is of Armenian heritage, says he met Nixon at Memorial Hospital (no date) and that Nixon suggested that he open an Armenian restaurant. Dr. Toumajian says Nixon probably meant no offense, but he thought Nixon "was condescending." "I feel that what he said was like saying to a black, 'You've come a long way from the cottonfield.' The stereotype of an Armenian is that you have to be cleaning rugs or running a restaurant."

Story gives no indication whether Dr. Toumajian was one of those attending Nixon, nor where he made this statement or the occasion for it.

NYT 9 Oct 74 [AP] - filed Nixon

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Nixon (support funds) - Montoya says the Federal Government is now spending at the rate of almost \$2-million a year on personnel and support services for Nixon. This does not include the transitional allowance, general operating expenses apart from salaries, or the costs of special jet flights from WX to San Clemente to transport national security briefing papers to Nixon. The figure of almost \$2-million appears to be salaries for 64 military and civilian government employees assigned to Nixon, Secret Service protection at San Clemente, and Secret Service protection and other Government personnel at Key Biscayne. Montoya says 18 persons are at San Clemente working directly on Nixon's transition to private life.

NYT 9 Oct 74 [WX Star-News]

Nixon (illness)