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Courtney C. Pace to Walter Jenkins, 11 April 1964

Courtney C. Pace

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April 11, 1964

Honorable Walter Jenkins
Special Assistant to the President
The White House
Washington, D. C.

Dear Walter:

Since you were up here in the long days past, you will realize that this is something that is part of the job!

You will find attached a letter from Mr. James D. Bell, Jackson, Mississippi, together with a package of "false cuffs." Apparently when the President was Vice President, he gave some encouragement to this idea and it looks like we are all stuck with it.

If you will let us have a letter on this that we can forward to Mr. Bell, we would appreciate it.

With personal regards, I am

Sincerely,

Courtney C. Pace
Administrative Assistant

CCP:RL
Encls

2967 Woodside Drive,
Jackson, Mississippi
March 12, 1961

Senator James O. Eastland
Senate Office Building
Washington, D. C.

My dear Senator Eastland:

As the two accompanying letters will indicate, we have corresponded previously.

In July 1961, I forwarded several sets of false cuffs to you explaining how Vice Presidential Candidate Lyndon Johnson inspired me to create the cuffs. Along with your sets, I included several sets for Vice President Johnson which you gave to him as evidenced by his letter to me.

Now it is PRESIDENT JOHNSON. And this is a presidential election year.

Seeing how the people of Mississippi reacted this past summer in regards to anyone having previous associations with President or Attorney General Kennedy, I am wondering if President Johnson might not be headed for the same serious trouble.

Personally, I voted for President Kennedy and I sincerely would like to see Mr. Johnson return to office.

To help Mr. Johnson get re-elected, this idea ran across my mind. If you think it deserves merit, I would like for you as a personal friend of the President to suggest it to him at your next personal meeting with him. If carried out, I fully believe the plan would be worth approximately two or three million more votes for the President next November.

That idea is this: If you can persuade President Johnson to get his tailors to install these cuffs into his suits and if he will wear them for a long enough period for the fact to be known by the press, several million more votes will be thrown in his direction.

And the reason I believe this to be true is this: The newspapers are building our new President up as a "very smart dresser". The newspapers said the same thing about Tom Dewey and Richard Nixon. What we need is another close to the people type of President such as Mr. Truman was to the farmers and working masses. What an impression Mr. Johnson would make upon the farmers of Mississippi, Alabama, Georgia, Louisiana and Texas if they could see a picture of him with his coat off dressed in a short sleeved dress shirt! Then with these cuffs, when he puts his coat on again, he would be the same good dresser the newspapers comment about so often.

I know it is much harder to get to see President Johnson than it was to get to see Vice President Johnson in 1961. I was trying so hard to think ahead for some idea that might help to assure us that it will be President Johnson in 1965 and not President Nixon--- and I thought perhaps this might swing a few votes in a

state where a few votes could swing the pendulum from the Republican column into the Democratic column.

I will do ANYTHING to keep Richard M. Nixon out of the White House. And who knows, this idea might help to swing enough votes in the right state to be the deciding factor as to who our next President will be?

The New Hebron Manufacturing Company, New Hebron, Mississippi manufactured these samples for me. They are a national distributor and do a real good job. If your selling job is a success and you need more, please let me know.

Sincerely yours,

James D. Bell
James D. Bell