

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>
66	6	10/18/1962	Financial Records	Nixon for Governor Finance Committee General Election Budget. 6 pages
66	6	10/19/1962	Financial Records	Approved Budget Reconciliation.
66	6	n.d.	Financial Records	Nixon for Governor Finance Committee requests for budget shifts, etc.
66	6	09/28/1962	Financial Records	Nixon for Governor Finance Committee General Election Budget. 6 pages.
66	6	09/28/1962	Financial Records	Requests for budget shifts, additions, etc.
66	6	09/19/1962	Financial Records	Nixon for Governor Finance Committee General Election Budget. 6 pages.

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66	6	09/20/1962	Financial Records	Nixon for Governor Finance Committee requests for budget shifts, additions, etc.
66	6	09/14/1962	Financial Records	Nixon for Governor Finance Committee General Election Budget. 6 pages.
66	6	08/03/1962	Financial Records	Nixon for Governor Finance Committee Summary of additions to the approved budget.
66	6	09/14/1962	Financial Records	Nixon for Governor Finance Committee requests for budget shifts, additions, etc.
66	6	09/06/1962	Financial Records	Nixon for Governor Finance Committee General Election Budget. 5 pages.
66	6	09/06/1962	Financial Records	Nixon for Governor Finance Committee research budget and Jerry Reynold's expenditures.
66	6	08/15/1962	Financial Records	Nixon for Governor Finance Committee General Election Budget. 5 pages.

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66	6	08/15/1962	Financial Records	Nixon for Governor Finance Committee research budget and Jerry Reynold's expenditures.
66	6	n.d.	Memo	Nixon for Governor Finance Committee General Election Budget for 1962 Gubernatorial General Election by Department.
66	6	n.d.	Memo	Nixon for Governor Finance Committee General Election Budget for 1962 Gubernatorial General Election by Natural Expense Classification.
66	6	n.d.	Memo	Recommended Additional Promotion- Basic and Supplementary. Duplicates not scanned.
66	6	n.d.	Memo	Promotion Budget. Duplicates not scanned.
66	6	n.d.	Memo	Schedule Projection- Final Two Weeks. Duplicates not scanned.
66	6	10/10/1962	Memo	To: Maurice Stans and Bob Haldeman. Additional Programs- Basic and Supplementary.

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66	6	10/10/1962	Memo	To: Stans and Haldeman. Re: Budget Shifts-Recommended.
66	6	n.d.	Memo	To: Stans. Re: Additional Programs.
66	6	10/04/1962	Memo	Budget shifts for next meeting.
66	6	09/07/1962	Memo	To: Jerry Gilberti and Bob Haldeman. Re: Discussion with the Finance Committee and Ray Dubrowski.
66	6	07/12/1962	Memo	Research Budget as approved by the Coordinating Committee.
66	6	08/03/1962	Memo	Mr. Eller- Treasurer (Republican Headquarters). Re: Richard Nixon Budget.
66	6	06/20/1962	Financial Records	Nixon for Governor Finance Committee Primary Election Budget. 3 pages.

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66	6	06/21/1962	Memo	Nixon for Governor Finance Committee Daily Summary of Cash Receipts.
66	6	06/21/1962	Financial Records	Nixon for Governor Trial Balance- Primary Campaign.
66	6	n.d.	Financial Records	Nixon for Governor Analysis of Expenditures. 2 pages.
66	6	n.d.	Financial Records	Nixon for Governor Transfers from So. Calif. Committees.
66	6	03/03/1958	Memo	Knowland for Governor Campaign Los Angeles County Budget (Primary 1958).
66	6	n.d.	Memo	Knowland for Governor Campaign Los Angeles County Budget Administration- General Campaign 1958.
66	6	07/03/1962	Financial Records	Nixon for Governor Financial Committee Trial Balance- Primary Campaign.

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66	6	07/06/1962	Financial Records	Nixon for Governor Financial Committee Trial Balance- General Campaign.
66	6	n.d.	Financial Records	Nixon for Governor Analysis of Deficit.
66	6	n.d.	Financial Records	Nixon for Governor Analysis of Expenditures. 2 pages.
66	6	n.d.	Financial Records	Nixon for Governor Reconciliation of Receipts per books with Campaign Statements and Cash Analysis.
66	6	n.d.	Financial Records	Nixon for Governor Reconciliation of Expenses per books with Expenses per Campaign Statements.
66	6	06/28/1962	Financial Records	Nixon for Governor Trial Balance- Primary Campaign.
66	6	n.d.	Financial Records	Nixon for Governor Analysis of Expenditures. 2 pages.

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66	6	n.d.	Memo	Nixon Primary Campaign Budget Estimated Cash Flow. Feb. 15- June 15, 1962.
66	6	n.d.	Memo	Nixon Primary Campaign Southern California Budget. 3 pages.
66	6	n.d.	Memo	Nixon Primary Campaign Satewide Budget. Feb. 15- June 15, 1962. 3 pages.
66	6	n.d.	Memo	Nixon Primary Campaign Northern California Budget. Feb. 15- June 15, 1962.
66	6	12/26/1961	Other Document	Nixon Primary Campaign, January-May 1962, Propose Budget. 10 pages.
66	6	06/12/1962	Letter	From: Nixon for Governor Finance Committee. Subject: New Purchase Order System.
66	6	06/20/1962	Memo	To: Herb Kalmbach. From: Dick Ports. Re: Budget.

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66	6	06/12/1962	Memo	To: All Personnel. From: Finance Committee. Re: General Election Purchasing Procedures. 2 pages.
66	6	03/27/1962	Memo	Nixon Primary Campaign Budget Summary February 15 - June 15, 1962. 8 pages.
66	6	n.d.	Memo	Nixon Primary Campaign Budget Estimated Cash Flow February 15 - June 15, 1962.
66	6	n.d.	Memo	Nixon Primary Campaign Budget Statewide February 15 - June 15, 1962. Duplicates not copied.
66	6	n.d.	Memo	Nixon Primary Campaign Budget Southern California February 15 - June 15, 1962. Duplicates not copied.
66	6	n.d.	Memo	Nixon Primary Campaign Budget Southern California February 15 - June 15, 1962. Duplicates not copied.
66	6	03/25/1962	Memo	Nixon Primary Campaign February 15 - June 15, 1962 Revised Budget from 02/15/1962 Memo. 12 pages.



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66	6	03/27/1962	Memo	Nixon Primary Campaign Budget Summary. Feb. 15- June 15, 1962.
66	6	04/16/1962	Memo	Re: Headquarters Payroll. 3 pages.
66	6	n.d.	Memo	Nixon Primary Campaign Northern California. February 15 - June 15, 1962. Duplicates not scanned.
66	6	02/15/1962	Memo	Nixon Primary Campaign Northern California Budget. 3 pages.
66	6	02/15/1962	Memo	Nixon Primary Campaign Southern California Budget. 3 pages.
66	6	02/15/1962	Memo	Nixon Primary Campaign Satewide Budget. 3 pages.
66	6	02/15/1962	Memo	To: Finance Committee. From H.R. Haldeman. Re: Estimated Cash Needs for Primary Campaign.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
66	6	n.d.	Memo	Southern California Budget. Oversized- Not scanned.
66	6	n.d.	Memo	Northern California Budget. Oversized- Not scanned.
66	6	n.d.	Memo	Statewide (California) Budget. Oversized- Not scanned.
66	6	01/31/1962	Memo	To: Arthur Dolan, Nixon Finance Committee. From: Ruth Watson, Nixon Campaign Coordinator. Re: \$5000 per month budget.
66	6	12/29/1961	Letter	To: Milton Esberg. From: HR Haldeman. Subject: Copies of the proposed budget for the primary.
66	6	12/26/1961	Memo	Nixon Primary Campaign, January - May 1962, Proposed Budget. 10 pages.
66	6	n.d.	Memo	To: Edward Valentine. From: HR Haldeman. Re: Confirming 12/28 luncheon

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66	6	12/20/1962	Memo	From: Edward Valentine. Re: Confirming luncheon to discuss Nixon Campaign Budget.
66	6	n.d.	Memo	Budget Requirements 1961. 2 pages.
66	6	05/10/1962	Memo	To: Folger and Hall. From: Bob Haldeman. Re: Joe Shell's television purchase for the primary campaign.
66	6	05/10/1962	Memo	To: Pete Flanigan. From: Bob Haldeman. Re: Joe Shell's television purchase for the primary campaign.
66	6	05/10/1962	Memo	Joe Shell's TV Spot and Program Buys.
66	6	n.d.	Other Document	Administration, Public Relations, Field & Contact, Candidate, and Strategy & Issues Expenses. Oversized- not scanned. Duplicates not scanned.
66	6	04/04/1962	Memo	From: Bill Spencer. Re: Budget statement indicating total expenditures to March 31.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
66	6	n.d.	Memo	March Expenditures.
66	6	03/01/1962	Memo	Revised Northern California Primary Budget.
66	6	03/13/1962	Memo	From: William Spencer. Re: Northern California Budget.
66	6	n.d.	Memo	Memorandum on Budget. 5 pages.
66	6	12/26/1961	Memo	Nixon Primary Campaign- Southern California Budget. Headquarters Operation.
66	6	02/19/1962	Memo	Nixon Primary Campaign- Southern California Budget. Headquarters Operation: February 15 - June 15, 1962.
66	6	n.d.	Memo	Proposal for Professional Management of the Nixon for Governor Campaign in Northern California. 14 pages.

Nixon for Governor Finance Committee  
General Election Budget

file  
10/18/62

<u>Statement</u>	Budget	Invoices Received as of 10/18/62	Remainder Budget (over) under	Comments
<u>Public Relations</u>				
Salaries	\$ 8500	\$ 6802	\$ 1698	✓
Advertising - Outdoor	64000	40005	23995	Ⓜ P.R.'s issued for \$34,000
TV spots	75000	⊖	75000	Ⓜ
TV spot production	10000	⊖	10000	Ⓜ
TV programs	20000	⊖	20000	Ⓜ P.O.'s issued for \$9,360
Film strips	115000	62436	52564	Ⓜ " " " \$36,000
Ad. Mats	2000	⊖	2000	Ⓜ " " " \$1,781
Radio programs	3000	⊖	3000	Ⓜ " " " \$2,776
Special Bureau Mailings	1500	683	817	✓
Special Bureau Staff Expenses	1500	765	735	✓
Funds	200	⊖	200	Ⓜ
Expense Account	300	143	157	✓
	301000	110834	190166	
<u>Administrative</u>				
Salaries	15500	12400	3100	✓
Democratic Program	112967	98630	14337	✓
Literature Material	57973	45489	14484	Ⓜ
Mail list maintenance	3000	1524	1476	✓
Undecided Voter Letter	1500	⊖	1500	Ⓜ
Expense Accounts	5250	3588	1662	✓
Special Projects	900	900	⊖	Ⓜ
Democrat Mailer Production	5000	⊖	5000	Ⓜ
	204070	162531	41539	
<u>Press Bureau</u>				
Salaries	24561	17871	6690	✓
Press Releases	12350	8642	3708	✓
Film Clips	20000	4767	15233	Ⓜ
Photos, Tapes	3700	2833	867	✓
Expense Accounts	3500	711	2789	✓
Messenger Service	450	85	365	✓
	64561	34909	29652	

✓ - Budget appears to be adequate, but not excessive.

Ⓜ - Review of open purchase orders indicates that budget has been committed.

Ⓜ - Minor or no activity in category as of 10/18/62

Statewide (Continued)

Category	Budget	Spence Received 10/18/67	Reminder Budget under	Comments
Salaries	15759	11531	4228	✓ (approx. \$500 applied to ✓ services received for 10/18/67 ✓ to be recorded from press. ✓
Travel Expense Fund	18951	16740	2211	
Director's Misc. Expenses	5400	3406	1994	
Special Events	10000	6251	3749	
Expense Account	900	583	317	
	51010	38511	12499	
<u>Mail Office</u>				
Salaries	12049	9449	2600	✓
Postage	3000	1530	1470	✓
Telephone, Telegram	1375	712	633	✓
Printing, Mimeo	615	1792	4358	✓
Stationery, Supplies	2750	1248	1502	✓
Equipment Rental	1800	1291	509	✓
Office Rental	1250	1376	374	✓
Storage	300	217	83	✓
	29174	17645	11529	
<u>Lab. In. Office</u>				
Salaries	5300	4000	1300	✓
Expense Account	1225	497	728	✓
	6525	4497	2028	
<u>Research Office Expense</u> <u>from July 1, 1967</u>	2402	2402	0	
<u>Total Statewide</u>	\$ 68762	\$ 371329	\$ 287433	

Southern California

Field Office	Budget	Service Received as of 10/18/64	Remainder Budget (572) under	Comments
Salaries - Headquarters	\$ 7600	\$ 5824	\$ 1776	✓
Presidents	2877	2227	650	✓
Terr. Representatives	7850	4697	3153	✓
Veterans Program	12000	8093	3929	✓
Medical Program	5000	1975	3025	✓
Reg. Program	9600	4722	4878	✓
Terr. Representatives Salaries	11800	4164	7636	✓
Headquarters Operating Expenses	1250	778	472	✓
Field Meetings	200	251	549	✓
Campaign Leadership Meeting	1033	1038	0	n
	<u>59837</u>	<u>33769</u>	<u>26068</u>	
<u>Administration</u>				
Salaries	20000	13141	6956	{ appears to be approx. a \$2000 cushion in this %
Telephone, Telegrams	20000	20107	⑦	See memo attached
Utilities	1100	583	517	✓
Office Postage	3000	1713	1287	✓
Ret. Cash	1500	415	1085	{ appears to be approx. a \$500 cushion in this %
Travel Exp. Expense	2020	818	1202	{ approx \$500 cushion in this %
Advertising, Repro. Equip. Rental	5483	2999	2484	✓
Equipment Rental	1800	1012	788	✓
Messenger Service	700	281	419	✓
Expense Account	2500	1727	773	✓
Packaging, Shipping	2411	2352	59	n
Signs, Decorations	350	288	62	✓
109 lease and gen. purchases	670	399	271	✓
Construction, Repro.	1200	1195	5	n
Payroll Taxes	8000	1301	6699	Ⓜ
Liability Insurance	30	30	0	n
Meetings, Lunches	4000	2939	1061	✓
Headquarters Rental	1500	1750	②50	{ *250 security deposit to be returned
Int. Telephone, P.R. Expense	200	200	0	n
	<u>76661</u>	<u>53250</u>	<u>23411</u>	
<u>Contact Office</u>				
Salaries	7457	5943	1524	✓
Special Committees	20000	4403	15597	Ⓜ P.O.'s issued for \$8000
W.M. Program	15600	4114	11486	✓
Special Programs	10000	3686	6314	✓
Expense Account	1500	395	1105	✓
Undersigned Mailings	1120	1120	0	
	<u>55637</u>	<u>19661</u>	<u>36076</u>	

Southern California (Continued)

Special Projects	Budget	Funds Received as of 10/12/62	Remainder-Budget (OTC) under	Comments
Scholarships	13025	9735	3290	✓
September Meeting	825	12	813	Ⓜ
Fuel	325	157	168	✓
Actress Package	5725	2081	3694	✓
	<u>19950</u>	<u>11985</u>	<u>7965</u>	
<u>Finance Office</u> Ⓜ				
Scholarships	12922	9975	3007	See memo attached
Public Relations Materials	1150	992	158	✓
Furniture Rentals	250	493	357	✓
Telephone, Telegraph	1100	371	29	See memo attached
Office Supplies	75	115	160	✓
Expense Account	200	195	5	✓
National Mailings	4750	4591	159	✓
Books operating expenses	1025	0	1025	Ⓜ
Research Expense	45000	0	45000	Ⓜ
Interest on Loans	2500	0	2500	Ⓜ
	<u>69422</u>	<u>16732</u>	<u>52700</u>	
Total Southern California	<u>\$ 20567</u>	<u>\$ 135397</u>	<u>\$ 146170</u>	

Ⓜ Finance Committee Contingencies \$5000



North California

Administrative	Budget	Income Actual 10/18/67	Residual Budget (500) under	Comments
Salaries	\$ 7200	\$ 3150	\$ 4050	(opposite to assume a \$3000 credit in this a/c ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓
Fuels	500	274	226	
Telephone, Telegraph	7700	4092	3608	
Postage	1700	737	963	
Stationery, Supplies	1700	619	1051	
Rentals	2000	1289	711	
Messengers	250	119	131	
Miscellaneous	750	55	695	
Miscellaneous	2625	428	2197	
Payroll Taxes	360	59	301	
	24785	10852	13933	
<u>Field Office</u>				
Salaries	1500	1125	375	✓
Fuels	5250	1135	4115	✓
Others Program	1700	1488	212	✓
Literature Materials	2000	436	1564	✓
Payroll Taxes	25	18	57	✓
Meals, Lodging	500	184	316	✓
	11025	4386	6639	
<u>Press Bureau</u>				
Salaries	2600	1950	650	✓
Press Releases	200	67	733	Ⓜ
Expense Accounts	1250	572	678	✓
Payroll Taxes	130	30	100	✓
	4180	2619	2161	
<u>Schedule Office</u>				
Salaries	2025	1350	675	✓
Payroll Taxes	102	21	81	✓
	2127	1371	756	
<u>Total North California</u>	42717	19228	23489	
<u>Grand Total</u>	\$ 98301	\$ 52595	\$ 45706	

<u>Original Budget</u>	Budget	Received as of	Remainder Budget (over) under	Comments
Articles	\$ 22358	\$ 14958	\$ 7300	
Telegrams	7000	624	1376	✓
Subscriptions	500	279	221	✓
Prints	2400	1965	435	✓
Fund	200	330	470	✓
Postage, Mailings	1200	386	814	✓
Contributions to Republican Associates	5500	4000	1500	✓
Stamp for Paper & Supplies	2150	820	1330	✓
#1 Survey	10992	10992	0	✓
News Staff	7500	5482	1718	✓
Expense Account	500	0	500	ⓐ
Special Investigative Expense	4500	2250	2250	✓
	<u>\$ 60000</u>	<u>\$ 42086</u>	<u>\$ 17914</u>	

Budget Subject	Budget	Received as of	Remainder Budget under	Comments
Articles	\$ 2225	\$ 1495	\$ 730	
Telephone	700	624	1376	✓
Subscriptions	500	279	221	✓
Rents	2400	1965	435	✓
Fuel	200	330	470	✓
Postage, Printing	1200	386	814	✓
Contributions to Republican Associates	5500	4000	1500	✓
Shampoo Paper Supplies	2150	820	1330	✓
#1 Service	1099	1099	0	✓
News Staff	7500	5482	1718	✓
Expense Account	500	0	500	Ⓜ
Special Investigative Expense	4500	2250	2250	✓
	\$ 60000	\$ 42086	\$ 17914	

# Approved Budget Reconciliation as of 10/19/62

ADD

DEDUCT

Approved budget as of 10/12/62

\$ 93,013

ADD -

Undersmitted Contract disbursements

# 1120

Don Brewer's operating expenses

1025

Research Expenses

45,000

Interest on Loans

2500

Additional Mailing Expenses -

Pub. Relations Materials

250

National Mailings

950

Candidate Fund

500

51,345

DEDUCT -

Field Campaign Reducing Printing Cushion

312

Approved budget as of 10/19/62

\$ 98,046

Memo for Governor Finance Committee  
Requests for budget shifts etc

	Committee	Budget to be		Amount
		Reduced	Increased	
<u>A. Budget Shifts Requested</u>				
Administration So. Calif	Telephone - HR Holdren to determine categories of personnel - Mr. Holdren was unavailable on time when the matter was raised for discussion - (see also cushions noted below)		adm relief	\$ 9000
Finance Deliberations		Finance Deliberations	Finance Deliberations	100
				<u>\$ 9100</u>
<u>B. Budget Cushions Noted</u>				
Administration So. Calif	Salaries			\$ 2000
"	"			500
"	"			500
"	"			3000
				<u>\$ 6000</u>

House Administration Committee  
 House Election Budget

9/28

<u>Statement</u>	Budget	House Committee 9/28/62	Remainder Budget (500)	Comments
<u>Public Relations</u>				
Salaries	\$ 8500	\$ 5152	\$ 3348	✓ (Hison program has requested payment of \$61,000 against bill submitted below)
Advertising - Outdoor	64000	5	63995	Ⓝ
TV spots	75000	0	25000	Ⓝ
TV spot production	10000	0	10000	Ⓝ
TV programs	15000	0	15000	Ⓝ
Printings	100000	11221	98816	{ See note above - \$60,000 requested - all money attached also
Radio spots	50000	0	50000	Ⓝ
Radio programs	5000	0	5000	Ⓝ
Speakers Bureau Traveling	1200	457	1043	✓
Speakers Bureau Staff Expenses	1000	315	1125	✓
Funds	200	0	200	Ⓝ
Expense Account	300	143	157	✓
	28100	7256	273744	
<u>Administration</u>				
Salaries	15500	9300	6200	✓
Democratic Program	121400	17206	124201	Ⓝ
Education Materials	54993	2075	25822	all money attached
Mail list maintenance	4000	1524	2476	✓
Thank You Letters	1000	0	1000	✓
Expense Accounts	5000	2931	2319	✓
	222000	60536	162154	
<u>Press Bureau</u>				
Salaries	21500	12930	11631	✓
Press Releases	16550	3279	13271	Ⓝ
Film Clips	10000	1618	8382	✓
Photos, Types	2500	1213	1287	✓
Expense Accounts	3500	310	3190	Ⓝ
Messenger Service	200	61	389	✓
	57500	19111	38150	

- Budget appears to be adequate, but not excessive.
- Review of open purchase orders indicates that budget has been committed.
- Ⓝ - Minor or no activity in category as of 9/28/62

<u>Statement (continued)</u>		Spouse Budget 9/28/67	Reminder Budget under	Comments
<u>Candidate</u>				
Salaries	15750	7768	7991	✓ Approx. \$2000 travel expense reimbursement to be received from tracking press (M) ✓
News Group Fund	1825	8740	9711	
Admission & Expenses	5400	1026	4374	
Special Events	10000	54	9946	
Expense Account	900	236	664	
	<u>50510</u>	<u>17824</u>	<u>32686</u>	
<u>Mail Office</u>				
Salaries	12049	7333	4716	✓ ✓ ✓ (M) ✓ ✓ ✓
Postage	3000	200	2200	
Telephone, Telegraph	1375	532	793	
Flexwriting, Memo	1125	1767	9383	
Stationery, Supplies	3250	946	2804	
Equipment Rental	1000	971	829	
Office Rental	1750	1032	718	
Storage	3000	166	134	
	<u>35174</u>	<u>13597</u>	<u>21577</u>	
<u>Schedule Office</u>				
Salaries	5300	2700	2600	✓ (M)
Expense Accounts	1228	347	878	
	<u>6528</u>	<u>3047</u>	<u>3478</u>	
<u>Research Office Expense</u> <u>prior to July 1, 1967</u>				
	<u>2407</u>	<u>2407</u>	<u>0</u>	
<u>Total Statement</u>	<u>\$65287</u>	<u>\$12993</u>	<u>\$52289</u>	

San Bernardino California

Field Office	Budget	Expenses Actual as of 9/28/62	Remaining Budget (over) under	Comments
Salaries - Headquarters	\$ 7600	\$ 4299	\$ 3301	✓
President	2871	1677	1200	✓
Field Representatives	726	3122	4228	✓
Veterans Program	12000	4877	7145	✓
Medical Program	5000	1200	3800	✓
Negro Program	7500	1231	5669	✓
Field Representatives Salaries	10800	2421	8319	✓
President Operating Expenses	1250	528	722	✓
Field Meetings	200	98	702	Ⓜ
Campaign Leadership Meeting	1350	1030	312	✓
	56599	21151	35398	
<u>Administration</u>				
Salaries	20044	9262	10835	✓
Telephone, Telegrams	20100	7043	13057	✓
Utilities	1450	1139	1013	✓
Office Postage	3000	1164	1236	✓
Rent, Cash	2000	374	1626	✓
Traveling Expenses	2500	708	1792	✓
Stationery, Supplies	5483	2557	2926	✓
Equipment Rentals	150	526	1214	✓
Messenger Service	700	47	651	✓
Expense Account	2500	1279	1421	✓
Packaging, Shipping	2365	2130	731	✓
Signs, Publications	350	71	259	✓
1961 lease and gas purchases	1570	399	671	✓
Construction, Repairs	1200	1185	5	Ⓜ
Pyramid Fees	8000	1301	6699	✓
Liability Insurance	1300	30	1270	Ⓜ
Meetings, Luncheon	4000	264	1836	✓
Headquarters Rental	1500	1750	250	Ⓜ
San Bernardino Valley H.Q. Expense	200	200	0	✓
	80115	32223	47592	
<u>Contact Office</u>				
Salaries	7457	4418	3049	✓
Special Committees	20000	3113	16887	✓
WIIII Program	15000	2470	13122	✓
Special Programs	10000	207	9153	Ⓜ
Expense Account	2500	258	2242	✓
	55057	7466	44453	

{ appears to be cushion of \$1000 in this amount

{ \$250 held as a security deposit by lessor - to be returned in November

{ appears to be approx. a \$1000 cushion in this account



Southern California (Continued)

<u>Special Projects</u>	<u>Budget</u>	<u>Services Received as of 9/28/62</u>	<u>Remainder - Budget (OTA) under</u>	<u>Comments</u>
Salaries	13025	6635	6390	✓
September Meeting	825	0	825	Ⓜ
Travel	325	156	169	✓
Action Packages	5775	1808	3967	✓
	<u>19950</u>	<u>2599</u>	<u>11351</u>	
<u>Finance Office</u>				
Salaries	12925	7340	5645	✓
Public Relations Materials	1000	939	61	see memo attached
Furniture Rentals	250	435	415	✓
Telephone, Telegraph	160	262	138	✓
Office Supplies	75	72	203	✓
Expense Account	200	150	50	✓
National Mailing	4000	585	3415	appears to be a credit (this account - see memo attached)
	<u>19767</u>	<u>9783</u>	<u>9921</u>	
<u>Total Southern California</u>	<u>\$ 231 500</u>	<u>\$ 23170</u>	<u>\$ 142718</u>	

North California

Administrative	Budget	Actual as of 9/30/62	Remainder Budget (over) under	Comments
Salaries	\$ 7200	\$ 2200	\$ 5000	Approx. \$2000 cushion in this account
Fund	500	274	226	
Telephone, Telegraph	7700	2157	5543	
Postage	1700	737	963	
Stationery, Supplies	1700	581	1119	
Rentals	2000	1289	711	
Messenger	250	1	249	
Newsprint	750	55	695	
Miscellaneous	1600	472	2127	
Payroll Taxes	300	59	301	
	<u>24725</u>	<u>7731</u>	<u>17054</u>	
<u>Field Office</u>				
Salaries	1500	750	750	✓
Fund	5250	7177	4501	Ⓜ
Veterans Program	1700	450	1250	Ⓜ
Literature Materials	2000	436	1564	✓
Payroll Taxes	75	18	57	✓
Meetings, Travel	500	184	316	✓
	<u>11025</u>	<u>2507</u>	<u>8438</u>	
<u>Press Bureau</u>				
Salaries	2600	1300	1300	✓
Press Releases	200	67	733	Ⓜ
Expense Accounts	1250	572	678	✓
Payroll Taxes	130	30	100	✓
	<u>4180</u>	<u>1969</u>	<u>2811</u>	
<u>Schedule Office</u>				
Salaries	2025	900	1125	✓
Payroll Taxes	102	21	81	✓
	<u>2127</u>	<u>921</u>	<u>1206</u>	
<u>Total Northern California</u>	<u>42717</u>	<u>13202</u>	<u>29509</u>	
<u>Grand Total</u>	<u>\$ 99917</u>	<u>\$ 21981</u>	<u>\$ 77936</u>	

General Budget

<u>General Budget</u>	<u>Budget</u>	<u>Actual as of 9/22/67</u>	<u>Remainder Budget under</u>	<u>Comments</u>
Salaries	\$ 24,350	\$ 12,058	\$ 12,692	✓
Telephone	700	624	1376	✓
Subscriptions	500	267	233	✓
Rents	2400	1474	926	✓
Fuel	800	330	470	✓
Postage, Printing	1200	364	836	✓
Contributions to Republican Associates	5500	2000	3500	✓
Change Paper & Supplies	250	718	1432	✓
#1 Salary	10000	0	10000	(M)
News Staff	700	0	700	(M)
Expense Account	500	0	500	(M)
Special Investigator Expense	4500	1125	3375	✓
	<u>\$ 61,500</u>	<u>\$ 18,960</u>	<u>\$ 42,540</u>	

John Reynolds' Expenses

<u>Expenditures</u>	<u>Reimbursed to date</u>	<u>Net Financial Committee Expenditures</u>
\$ 4000	\$ 0	\$ 4000

Requests for budget shifts, additions etc.  
9/6/67

	<u>Comments</u>	<u>Budget to be</u>		<u>Amount</u>
		<u>Reduced</u>	<u>Increased</u>	
<u>A. Budget Shifts Requested</u>				
Public Relations Material - Finance -	See memo to determine amount	National Mailing	Public Relations Material	undetermined
Democratic Program	H.R. Holders to determine amt.	Radio spots	Democratic Program	undetermined
Journal Rental - Finance -	memo to determine amount	National Mailing	Jour. Rental	undetermined
<u>B. Budget Additions Requested</u>				
Literature & Materials	Additional folders to be ordered		Pub. State Contact	\$10,000
Contact Mailing	USC & UCLA Alumni - request			10,000
Teletype	Incidental & printing expenses over and above Henson & program portion (amt. is estimate only per office manager)	CF	Public Relations	15,000
				<hr/> \$35,000 <hr/>

Review for Review Finance Committee  
 General Operating Budget

9/20

1 of 6

<u>Station</u>	Budget	Services Personal 9/19/62	Residual Budget (Free)	under	Comments
<u>Public Relations</u>					
Salaries	\$ 2500	\$ 552	\$ 3348		✓
Advertising - Outdoor Billboards	64000	5	63995		Ⓜ
TV Sports	25000	0	25000		Ⓜ
TV Sports Production	10000	0	10000		Ⓜ
TV Programs	15000	0	15000		Ⓜ
Telephone	100000	665	99335		Ⓜ (\$98000 purchase order to be issued)
Radio Sports	50000	0	50000		Ⓜ
Radio Programs	5000	0	5000		Ⓜ
Speaker Rental & Traveling	1500	257	1043		✓
Speaker Rental Staff Expenses	1500	315	1185		✓
Trucks	200	0	200		Ⓜ
Expense Accounts	300	177	123		✓
	281000	6711	274289		
<u>Administration</u>					
Salaries	15500	9300	6200		✓
Democratic Program	141467	11529	129938		✓
Travel - Materials	60000	28842	31158		✓
Travel - Maintenance	5000	1524	3476		Ⓜ (appears to be approx. a 1/2 hrs each in this category)
Thank you letters	1000	0	1000		Ⓜ
Expense Accounts	5250	2446	2804		✓
	228217	53621	174596		
<u>Press Program</u>					
Salaries	23111	12930	10181		✓
Press Release	18000	3279	14721		✓
Film Clips	10000	350	9650		Ⓜ
Photo Copy	2500	1134	1366		✓
Expense Accounts	3500	310	3190		Ⓜ
Messenger Service	450	61	389		✓
	57561	18064	39497		

- ✓ Budget appears to be adequate, but not excessive
- Ⓜ Review of open purchase orders indicates that budget has been committed.
- Ⓜ Minor or no activity in category as of 9-19-62

Trans of Service Committee  
 Grand Director Budget

<u>Article (continued)</u>		Service Budget 9/1/67	Remainder Budget 5/1/67 under		Comments
Salaries	15750	7768	7991	✓	
Travel Expense Fund	18451	3477	14974	✓	
Advance Train Expenses	5400	700	4700	✓	
Special Events	10000	54	9946	Ⓚ	
Expense Account	900	0	900	Ⓚ	
	50510	11999	38511		
<u>Mail Office</u>					
Salaries	17049	7333	4716	✓	
Postage	3000	800	2200	✓	
Telephone, Telegraph	1375	58	793	✓	
Printing, Trunks	12500	1747	10753	✓	possibly a \$2000 cushion in this category
Stationery, Supplies	3750	937	2813	✓	
Equipment Rental	1800	971	829	✓	
Office Rental	1750	1037	713	✓	
Storage	300	166	134	✓	
	36524	13562	22962		
<u>Schedule Office</u>					
Salaries	4500	2700	1800	✓	
Expense Accounts	1225	197	1028	✓	
	5725	2897	2828		
<u>Revised Office Expenses prior to July 1, 1967</u>	2167	2407	0		
<u>Total Estimate</u>	\$661939	\$12767	\$552677		

Wish for Lower Finance Committee  
General Budget Output

<u>Southern California</u>	Budget	Services Received to 1/1/67 9/12/67	Remaining Budget (5000) under	Commts
<u>Field Office</u>				
Salaries - Headquarters	\$ 7600	\$ 3999	\$ 3601	✓
Problems	2877	1677	1200	✓
Travel Representatives	7350	3122	4228	✓
Veterans Program	12022	4341	7681	✓
Mexican Program	5600	1200	3800	} Detail budgets for these two categories not received as of 9/12/67
Nezco Program	7500	1761	5739	
Travel Representative Expenses	10800	2181	8619	✓
Headquarters Operating Expenses	1250	528	722	⊙
Field Mailings	800	0	800	⊙
	<u>55199</u>	<u>18809</u>	<u>36390</u>	
<u>Administration</u>				
Salaries	20097	9071	11026	✓
Telephone, Telegraph	20100	5078	15022	✓
Utilities	1450	437	1013	✓
Office Postage	3000	864	2136	✓
Petty Cash	200	236	1764	✓
Mailbox Expenses	2500	657	1843	✓
Stationery, Supplies	5700	2333	3367	✓
Equipment Rentals	1000	586	1214	⊙
Unassigned balances	700	36	664	✓
General Account	2500	1033	1467	✓
Packaging, Shipping	3400	1873	1527	⊙
Shipping Construction	350	0	350	⊙
137 Lease and Jan Service	1070	399	671	✓
Construction, Repairs	1200	1195	5	n
Payroll Taxes	8000	1301	6699	✓
Liability Insurance	1300	30	1270	⊙
Meetings, Travel	2500	2036	464	✓
Headquarters Rental	1500	1250	250	⊙
San Fernando HQ Expense	200	0	200	⊙
	<u>79367</u>	<u>28415</u>	<u>50952</u>	
<u>Contact Office</u>				
Salaries	7467	4118	3049	✓
Special Committee	20000	263	19737	⊙
WMA Program	15600	2322	13208	✓
Special Program	10000	520	9480	⊙
Expenses - Special	2500	143	2357	✓
	<u>55567</u>	<u>7736</u>	<u>47831</u>	

all memos attached  
paid in advance

Mem. for Gen. Fin. Com. Committee  
General Section Budget

Hofb

Southern California (continued)

Invoices  
Received  
as of  
9/19/67

Remainder-  
Budget  
(500)  
Under

— Comments —

Public Projects

	Budget	Invoices Received as of 9/19/67	Remainder-Budget (500) Under	
Salaries	13025	6635	6390	✓
System Meeting	85	0	85	Ⓜ
Travel	325	168	157	✓
Action Package	5775	1542	4233	✓
	19950	8345	11605	

Finance Office

Salaries	12182	7340	4842	✓
Public Relations Materials	1000	927	73	Ⓜ
Furniture Rentals	850	435	415	✓
Delegh. Deleg. L.	400	262	138	✓
Office Supplies	275	35	240	✓
Expense Account	700	150	550	✓
National Meeting	4000	562	3438	Ⓜ
	18907	9711	9196	

Ⓜ) brought to the attention of the Finance Committee as adequate

Total Southern California

\$228990	\$73016	\$155974
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Mem for House Finance Committee  
General District Budget

546

<u>North California</u>	Budget	Income Received as of 9/19/57	Remainder Budget (over) under	Comments
<u>Administration</u>				
Salaries	\$ 7200	\$ 2140	\$ 5060	✓
Travel	500	171	329	✓
Telephone, Delegation	7700	2063	5637	✓
Postage	1700	737	963	✓
Stationery, Supplies	1700	581	1119	✓
Books	2000	1289	711	✓
Messengers	250	1	249	✓
Minor grants	750	55	695	✓
Miscellaneous	2505	1128	2197	✓
Payroll Taxes	360	59	301	✓
	<u>24785</u>	<u>7524</u>	<u>17261</u>	
<u>Field Office</u>				
Salaries	1500	716	784	✓
Travel	5250	749	4501	✓
Veteran Program	3000	1150	2550	✓
Literature, materials	2000	436	1564	✓
Payroll taxes	75	18	57	✓
Meetings, lunches	500	114	386	✓
	<u>17325</u>	<u>2483</u>	<u>9842</u>	
<u>Press Bureau</u>				
Salaries	2600	1230	1370	✓
Press Releases	800	48	752	✓
Expense Accounts	1250	355	895	✓
Payroll Taxes	150	30	100	✓
	<u>4780</u>	<u>1663</u>	<u>3117</u>	
<u>Subordinate Office</u>				
Salaries	2025	852	1173	✓
Payroll Taxes	102	21	81	✓
	<u>2127</u>	<u>873</u>	<u>1254</u>	
<u>Total North California</u>	<u>44017</u>	<u>12543</u>	<u>31474</u>	
<u>Grand Total</u>	<u>\$ 93496</u>	<u>\$ 19181</u>	<u>\$ 74015</u>	

{ possibly a \$1300 over in this category }

Mem. for Liaison Finance Committee

A. Personal Budget

B. George Reynolds' Expenses

6 of 6

A. Personal Budget

Budget	Services Received as of 9/19/61	Remainder Budget (over/under)
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— Comments —

Salaries	\$ 24750	\$ 11743	\$ 13007	✓
Telephone	2000	150	1850	✓
Subscriptions	500	255	245	✓
Rents	2400	1474	926	✓
Food	800	321	479	✓
Postage, Traveling	1200	278	922	✓
Contributions to Republican Assoc.	5500	2000	3500	✓
Information Program - Supplies	2150	669	1481	Ⓜ
# 1 Library	10000	0	10000	Ⓜ
Home Staff	7200	0	7200	Ⓜ
Expense Account	500	0	500	Ⓜ
Special Investigator Expense	4500	1125	3375	✓
	<b>\$ 61500</b>	<b>\$ 18015</b>	<b>\$ 43485</b>	

B. George Reynolds' Expenses

Expenditures	Reimbursement to date	Net Finance Committee Expenditures
\$ 3811	\$ 0	\$ 3811

Mem for Lower Finance Committee  
Request for budget shifts, additions etc.  
9/20/62

	Comments	Budget to be		Amount
		Reduced	Increased	

A. Budget Shifts Requested

None for this meeting

B. Budget Additions Requested

Meetings and Luncheons			Adm. Relief	\$ 1500 <del>7500</del>
Schedule Office Salaries	- Secretary hired 9/16/62 OK 800		Schedule - State	Undetermined
Press Bureau Salaries	- Messenger hired 9/16/62 OK		Press - <sup>ref cases</sup> State	undetermined
Telephone	- Total approved budget is \$100,000. Incidental changes have been and will be incurred in this area for adman men, printing, etc. Nixon's for general P.O. for \$100,000 has been refused approval in view of other expenses and a P.O. for \$98,000 has been approved pending further committee action OK		Public Rel- ations, State	Undetermined
Campaign Leadership Seminar	A bill therefor is expected for approx. \$1350 - revenue of approx. \$1370 has been realized and collected from the seminar OK		Field - So. Calif.	1350

C. Subjects for Discussion

- Cushions indicated:

Mail Test Maintenance	page 1 of 6	- Administration	1000
Illustrating, Mimeo	page 2 of 6	- Mail Office	1350 2000
Veteran Program	page 5 of 6	- Field, No. Calif.	pick up 1300
- Date for obtaining Mexican and Negro Field budgets.
- A second secretary in the Contact Division has been requested.

Nixon for Governor Finance Committee  
General Election Budget

Sept 14

1 of 6

Statewide	Budget	Services Received as of 9/14/62	Remainder-Budget (over)	under	Comments
<u>Public Relations</u>					
Salaries	\$ 8500	\$ 4327	\$ 4173		✓
Advertising- Outdoor Billboards	64000	5	63995		Ⓜ
TV Spots	45000	25	45000		Ⓜ
TV Spots production	10000	0	10000		Ⓜ
TV Programs	15000	0	15000		Ⓜ
Telephone	80000	100	79821		Ⓜ
Radio Spots	50000	0	50000		Ⓜ
Radio Programs	5000	0	5000		Ⓜ
Speakers Bureau Mailings	1500	275	1225		Ⓜ
Speakers Bureau Staff Expenses	1500	0	1500		Ⓜ
Travel	200	0	200		Ⓜ
Expense Account	300	117	183		✓
	281000	4903	276097		
<u>Administration</u>					
Salaries	15500	7750	7750		✓
Democratic Program	141467	7000	134467		Ⓜ
Literature, Materials	60000	23993	36007		✓
Mail List Maintenance	5000	1297	3703		✓
Thank you Letters	1000	0	1000		Ⓜ
Expense Accounts	5250	2084	3166		✓
	228217	42124	186093		
<u>Press Bureau</u>					
Salaries	23111	10343	12768		✓
Press Releases	18000	1202	16798		✓
Film Clips	10000	15	9985		Ⓜ
Photos, Tapes	2500	1134	1366		✓
Expense Accounts	3500	295	3205		Ⓜ
Messenger Service	450	61	389		✓
	57561	13050	44511		
✓ Budget appears to be adequate, but not excessive Ⓜ Review of open purchase orders indicates that budget has been committed. Ⓜ Minor or no activity in category as of 9-14-62					

Mem for Governor Finance Committee  
 Grand Election Budget

<u>Statewide (Continued)</u>			Invoice Received as of 9/11/62	Remainder Budget (over under)	
Candidates	Budget				Comments
Salaries	15759		5893	9866	✓ add Hamilton + Agnello
News Group Fund	18451		2915	15476	(M)
Advance Men Expenses	5400		188	5212	(M)
Special Events	10000		54	9946	(M)
Expense Account	900		0	900	(M)
	50510		9110	41400	
<u>Mail Office</u>					
Salaries	12049		6083	5966	✓
Postage	3000		800	2200	✓
Telephone, Telegraph	1375		205	1170	(M) ✓
Flexwriting, Trines	12500		1712	10788	✓
Stationery, Supplies	3750		957	2813	✓
Equipment Rental	1800		971	829	✓
Office Rental	1750		1032	718	✓
Storage	300		166	134	✓
	36524		11906	24618	
<u>Schedule Office</u>					
Salaries	4500		2250	2250	✓
Expense Accounts	1225		181	1044	(M)
	5725		2431	3294	
<u>Residual Office Expenses - prior to July 1, 1962</u>	2162		2402	0	
<u>Total Statewide</u>	\$661939		\$85916	\$576013	

Trust for Governor Finance Committee  
General Election Budget

<u>Southern California</u>		Invoices Received as of 9/14/67	Remainder Budget (1967) Under	Comments
<u>Field Office</u>	Budget			
Salaries - Headquarters	\$ 7600	\$ 3237	\$ 4363	✓
Pasadena	2877	1402	1475	✓
Travel Representatives	6350	2322	4028	✓
Veterans Program	12022	3941	8081	✓
Mexican Program	5000	0	5000	(M)
Regio Program	7500	1097	6403	(M)
Travel Representatives Expenses	10800	1773	9027	✓
Pasadena Operating Expenses	1250	430	820	✓
	53399	14202	39197	
<u>Administration</u>				
Salaries	20097	7608	12489	✓
Telephone, Telegraph	20100	4674	15426	✓
Utilities	1450	437	1013	✓
Office Postage	3000	850	2150	✓
Petty Cash	2000	236	1764	✓
Mailbox Expenses	2500	602	1898	✓
Stationery, Supplies	5700	2194	3506	✓
Equipment Rentals	1800	537	1263	✓
Messenger Service	700	28	672	(M)
Expense Account	2500	1000	1500	✓
Packaging, Shipping	1900	1440	460	{ See memo attached for request for additional allocation of funds approx. \$500 cash in 2nd memo attached
Signs, Decorations	1150	0	1150	✓
139 Lease and Jan Purchase	1070	399	671	✓
Construction, Repairs	1200	1171	29	N
Payroll Taxes	8000	1301	6699	✓
Liability Insurance	1300	30	1270	(M)
Meetings, Travel Pass	2500	1992	508	{ Brought to the attention of HW Reimbursed - apparently adequate prepaid basis; budget adequate
Headquarters Rental	1500	1250	250	✓
	78457	25749	52718	
<u>Contact Office</u>				
Salaries	7467	3656	3811	✓
Special Committee	20000	0	20000	(M)
WIN Program	15600	2151	13449	✓
Special Program	10000	430	9570	(M)
Expense Account	2500	143	2357	✓
	55567	6380	49187	

Mem for Gov Finance Committee  
General Election Budget

4 of 6

<u>Southern California (Continued)</u>	Budget	Invoices Received as of 9/14/64	Remainder - Budget (over) Under	Comments
<u>Special Projects</u>				
Salaries	13 375	5 085	8 290	✓
September Meeting	85	0	85	⊗
Fund	325	16	159	✓
Actors Package	2 675	959	1 716	* { all memo attached for request for additional allocation of funds }
	17 200	6 212	10 988	
<u>Finance Office</u>				
Salaries	12 182	6 228	5 954	✓
Public Relations Materials	1 000	884	116	* { brought to the attention of Gov Finance - apparently adequate }
Furniture Rentals	85	435	415	✓
Telephone, Telegraph	400	153	247	✓
Office Supplies	225	19	206	⊗
Expense Account	200	73	127	✓
National Mailing	4 000	562	3 438	⊗
	18 907	8 354	10 553	
<u>Total Southern California</u>	\$ 223 540	\$ 60 897	\$ 162 643	

Item for House Finance Committee  
General Election Budget

5 of 6

<u>Northern California</u>		Budget	Invoice Received as of 9/14/67	Remainder-Budget (over) under	Comments
<u>Administration</u>					
Salaries	\$ 7200	\$ 1840	\$ 5360	✓	
Travel	500	119	381	✓	
Telephone, Telegram	7700	2063	5637	✓	
Postage	1700	237	1463	✓	
Stationery, Supplies	1700	555	1145	✓	
Rentals	1750	1277	473	✓	See memo attached
Messenger	250	1	249	Ⓢ	
Minigraph	250	55	695	Ⓢ	
Miscellaneous	2625	390	2235	✓	
Payroll Taxes	360	59	301	✓	
	<u>24535</u>	<u>6596</u>	<u>17939</u>		
<u>Field Office</u>					
Salaries	1500	528	972	✓	
Travel	5250	512	4738	✓	
Veterans Program	3000	0	3000	Ⓢ	
Literature, Materials	2000	436	1564	✓	
Payroll Taxes	75	18	57	✓	
Meetings, Luncheon	500	49	451	✓	
	<u>12325</u>	<u>1543</u>	<u>10782</u>		
<u>Press Bureau</u>					
Salaries	2600	925	1675	✓	
Press Release	800	40	760	✓	
Expense Accounts	1250	355	895	✓	
Payroll Taxes	130	30	100	✓	
	<u>4780</u>	<u>1330</u>	<u>3450</u>		
<u>Schedule Office</u>					
Salaries	2025	627	1398	✓	
Payroll Taxes	102	21	81	✓	
	<u>2127</u>	<u>648</u>	<u>1479</u>		
<u>Total Northern California</u>	<u>43767</u>	<u>10117</u>	<u>33650</u>		
<u>Grand Total</u>	<u>\$ 929246</u>	<u>\$ 156940</u>	<u>\$ 772306</u>		



News for Governor Finance Committee

A. Research Budget

B. Jerry Reynolds' Expenses

<u>A. Research Budget</u>	Budget	Services Received as of 9/14/64	Remainder Budget <u>(over)</u> under	— Comments —
Salaries	\$ 24750	\$ 8826	\$ 15924	✓
Telephone	2000	150	1850	✓
Subscriptions	500	255	245	✓
Rents	2400	1474	926	✓
Travel	800	321	479	✓
Postage, Mailings	1200	278	922	✓
Contributions to Republican Assoc.	5500	2000	3500	✓
Thermapan Paper & Supplies	2150	635	1515	✓
# 1 Survey	10000	0	10000	Ⓜ
News Staff	7200	0	7200	Ⓜ
Expense Account	500	0	500	Ⓜ
	<u>\$ 57000</u>	<u>\$ 13939</u>	<u>\$ 43061</u>	
<u>B. Jerry Reynolds' Expenses</u>	Expenditures	Reimbursements to date	Net Finance Committee Expenditures	
	\$ 3311	\$ 0	\$ 3311	

Notes for Governor Finance Committee  
 Summary of additions to the approved budget  
 subsequent to 8/3/62

	Add <u>deduct</u>	
Approved budget as of 8/3/62		\$ 915556
<u>Add:</u> Week of 8/6/62 - Southern California Headquarters rental		1500
Week of 8/17/62 - Press Salaries - H. Klein	\$ 4375	
Press Expenses - H. Klein	150	
Candidate Travel - Finch, Klein	451	
Southern California Headquarters operating expenses - principal, telephone & utilities and switchboard operator salary	7916	
Action Package expense	2200	
Research office expenses prior to 7/1/62	2402	
The above additions were partially offset by utilizing the unallocated funds as shown on the report of 8/15/62	<u>10678</u>	8190
Week of 8/24/62	No committee meeting held	<del>0</del>
Week of 8/31/62	No committee meeting held	<del>0</del>
Week of 9/7/62	Speakers Bureau Staff and Expenses to be underwritten Full Contributions - see details below	1500 ① 2500
Approved budget as of 9/14/62		<u>\$ 929216</u>

Details of Field Contributions Received

ER Hergenrather - check	\$ 1000
Darve J. Davidson - check	1000
Anonymous - cash	500
	<u>\$ 2500</u>
	①

Memo for Governor's Finance Committee  
Request for budget shifts, additions etc.  
9/14/62

	<u>Comments</u>	<u>Budget to be</u>		<u>Amount</u>
		<u>Reduced</u>	<u>Increased</u>	
<u>A. Budget Shifts Requested</u>				
	Action Package Supplies etc.	Special Projects Salaries	Action Package	\$ 350
	Field So. Calif. Mailings	Adm. So. Calif. Sign, Securities	Field Mailings	800
				\$ 1150
<u>B. Budget Additions Requested</u>				
	Action Package Supplies etc.		Special Projects So. Calif.	\$ 2750
	Packaging and Shipping		adm So. Calif.	1500
	Northern California Rental - Nov. 1-15, 1962		adm No Calif.	250
				\$ 4500
<u>C. Points for Discussion</u>				
Primary bills totaling \$ 253 remain unpaid. A new court order will be required to pay these bills.				

Memorandum for Service Committee  
 Annual Election Budget

HRT  
 Sept 6  
 1 of 5

I - Statewide

Public Relations

	Budget	Services Received as of 9/6/62	Remaining - Budget (50%) under	
Salaries	\$ 8500	\$ 4327	\$ 4173	✓
Advertising - 24 sheets	65000	0	65000	} Purchase order for \$64,000 only issued for these two bulletins. Additional space not available at this time.
7 sheets	30000	5	29995	
TV spots	75000	0	75000	Ⓜ
Flasart production	10000	0	10000	Ⓜ
Teletypes	50000	179	49821	Ⓜ
Radio Spots	65000	0	65000	Ⓜ
Radio Programs	5000	0	5000	Ⓜ
Democratic Mailer	50000	0	50000	Ⓜ
Newsletters	12000	0	12000	} This budget to be shifted to other categories - see memo attached
Spencer Bureau Mailings	1500	275	1225	
Expense Accounts	300	81	218	✓
Small	200	0	200	✓

37,500 4868 38763

Administration

Salaries	15500	7750	7750	✓
Printing Material	6000	23484	36516	✓
Mail List Maintenance	500	1297	3703	✓
Thank you letters	0	0	1000	Ⓜ
Expense Accounts	500	1217	3783	✓

get part of this?  
 Pick this up?

86,500 33748 52752

Press Bureau

Salaries	23000	10343	12768	✓
Press Releases	10000	1200	16798	✓
Film Clips, Agnello's	10000	15	9985	Ⓜ
Photocopies, Joses	0	835	1665	✓
Expense Accounts	3500	177	3323	✓
Miscellaneous Service	750	39	411	✓

57,500 12611 44889

- ✓ - Budget appears to be adequate, but not excessive
- n - Review of open purchase orders indicates that budget has been committed.
- Ⓜ - Minor or no activity in category as of 9-6-62

Nixon for Lincoln Financial Committee  
Lincoln District Budget

2 of 5

II - Statements (continued)

Candidate	Budget	Expenses Reported 9/6/67	Remains - Budget (over)	under	Comments
Salaries	\$ 6159	\$ 3293	\$ 2866		✓
Nixon Invo. Travel	12451	2200	16251		✓
Advised Men Expense	5400	37	5363		✓ } included JOE
Special Events	10000	0	10000		⊗
<u>Pat Nixon Travel</u>					
	46210	5530	34480		
<u>Mail Office</u>					
Salaries	11174	6083	5091		✓
Postage	3000	800	2200		✓
Telephone Telegraph	1375	205	1170		✓
Flexwriting, Mimeo	12500	1421	11079		✓ checked LGO
Stationery, Supplies	3750	790	2960		✓
Equipment Rental	1800	971	829		✓
Office Rental	1250	1032	718		✓
Storage	300	115	185		✓
	35644	11417	24237		
<u>Schedule Office</u>					
Salaries	4500	2250	2250		✓
Expense Accounts	500	163	687		✓
<u>Beck Newton</u>					
	5000	2413	2937		
<u>Research Office - prior</u>					
<u>to July 1, 1967</u>	2402	2402	0		
<u>Total Statements</u>	\$ 60974	\$ 7989	\$ 546983		

Memo for Liaison Finance Committee  
General Election Budget

<u>Field Office</u>	Budget	Spencer Budget as of 9/6/68	Remainder - Budget (5%) under	- Comments -
<u>II - Southern California</u>				
Salaries - Headquarters	\$ 7600	\$ 3237	\$ 4363	✓
Pasadena	2877	1402	1475	✓
Fund Rps.	4650	2322	2328	✓
Democratic Program	15000	4900	10100	✓
Veterans Program	12022	3528	8494	✓
Mexican Program	15000	0	15000	Ⓢ
News Program	10000	1016	8984	Ⓢ
Fund Rps. Expenses	10000	1071	8929	✓
Pasadena Operating Expense	1250	430	820	✓
	<u>72292</u>	<u>17903</u>	<u>60496</u>	
<u>Administration</u>				
Salaries	20077	7424	12673	✓
Telephone, Telegraph	20100	4571	15529	✓
Utilities	1450	377	1073	✓
Office Postage	3000	850	2150	✓
Petty Cash	2000	236	1764	✓
Travel Expenses	2500	549	1951	✓
Stationery, Reception	5700	1997	3703	✓
Equipment Rentals	1800	537	1263	✓
Messenger Service	750	12	688	✓
Expense Account	2500	0	2500	Ⓢ
Packaging, Shipping	1700	1104	796	Ⓢ
Signs, Decorations	1150	0	1150	Ⓢ
W.M. Lease and Jan Purchase	1070	399	671	✓
Construction, Repairs	1200	908	292	✓
Payroll Taxes	8000	690	7310	✓
Liability Insurance	1300	30	1270	Ⓢ
Printing, Lunches	2500	1187	1313	✓
Headquarters Rental	1500	1250	250	✓
	<u>78957</u>	<u>22121</u>	<u>56346</u>	

Ⓢ for 9/6/68 salaries only  
- have been spent

Ⓢ possibly a \$3000 "cushion" in this category arrived at by deferring additional hiring. includes new headquarters

✓ includes new headquarters

Ⓢ Herb Kalmback - no expense reports received as of 9/6/68  
Ⓢ see schedule attached

✓ prepaid basis - category within budget

Review for American Finance Committee  
General Section Budget

4 of 5

<u>Southern California (Continued)</u>		Income Received as of 9/6/67	Remainder Budget (571) under	
Contract Office	Budget			- Comments -
Salaries	\$ 7467	\$ 3656	\$ 3811	✓
Special Committee	30000	0	30000	✓
WIN Program	8567	985	17582	✓
Special Program	10000	700	9800	Ⓟ
Expense Account	2500	143	2357	✓
	<u>68541</u>	<u>4984</u>	<u>63556</u>	
<u>Special Projects</u>				
Salaries	13375	5073	8302	✓
September Meeting	85	0	85	Ⓟ
Travel	325	168	157	✓
Acting Package	2675	959	1716	✓
	<u>17200</u>	<u>6200</u>	<u>11000</u>	
<u>Finance Office</u>				
Salaries	12182	6228	5954	✓
Public Relations Materials	1000	850	150	✓
Furniture Rental	85	405	445	✓
Telephone; Teletype	450	153	247	✓
Office Supplies	25	15	260	✓
Expense Account	700	64	136	✓
National Mailings	4100	562	3438	Ⓟ
	<u>18907</u>	<u>8277</u>	<u>10630</u>	
Total So. California	\$ 261507	\$ 59485	\$ 202022	

Job reduced \$10,000  
Job reduced \$2,967

Printing and Supplies  
Budget exhausted, remainder  
represents directors expense

Fund for General Finance Committee  
General Election Budget

5 of 5

<u>III - Northern California</u>	Budget	Income Received as of 9/16/67	Remainder - Budget (over) under	— Comments —
<u>Administration</u>				
Salaries	\$ 7200	\$ 1810	\$ 5360	Possible \$2000 "cushion" due to volunteer status of Bill Spencer
Travel	500	119	381	
Telephone, Telegraph	7700	669	7031	
Postage	1700	237	1463	
Stationery, Supplies	1700	239	1461	
Rentals	1750	812	938	
Messengers	250	0	250	
Memoranda	750	55	695	
Miscellaneous	2625	387	2238	
Payroll Taxes	360	25	335	
	24585	4383	20152	
<u>Field Office</u>				
Salaries	150	528	972	✓
Travel	5250	162	5088	✓
Veterans Program	3000	0	3000	Ⓜ
Literature, Materials	2000	436	1564	✓
Payroll Taxes	75	6	69	✓
Meetings, Lunches	500	0	500	Ⓜ
	12325	1132	11193	
<u>Press Bureau</u>				
Salaries	2600	905	1695	✓
Press Releases	800	40	760	Ⓜ
Expense Accounts	1250	355	895	✓
Payroll Taxes	130	10	120	✓
	4780	1310	3470	
<u>Schedule Office</u>				
Salaries	2025	627	1398	✓
Payroll Taxes	182	7	95	✓
	2187	634	1493	
<u>Total No. California</u>	43767	7459	36308	
<u>Grand Total</u>	\$ 95211	\$ 139933	\$ 785313	



Notes for Governor Finance Committee

1. Research Budget
2. Jerry Reynolds' Expenditures

1. Research Budget

Category	Budget	Amount Received as of 9/6/67	Remainder - Budget Under	Comments
Salaries	\$ 25,200	\$ 8,655	\$ 16,545	✓ Possibly a \$1000 cushion in this category
Telephone	3,000	150	2,850	
Subscriptions	500	255	245	✓
Rents	2,400	983	1,417	✓
Travel	800	321	479	✓
Postage and Mailings	1,200	278	922	✓
Contributions to Republican Research	5,500	2,000	3,500	✓
Thumbnails paper etc.	1,150	249	901	✓
#1 Survey	10,000	0	10,000	Ⓜ
News Staff	7,200	0	7,200	Ⓜ
	<u>\$ 57,000</u>	<u>\$ 12,891</u>	<u>\$ 44,109</u>	

2. Jerry Reynolds' Expenditures

Expenditures as of	Amount Received to date	Net Finance Committee Expenditures	Comments
\$ 3,140	0	\$ 3,140	Finance Committee to be reimbursed

Vision for American Service Committee  
Annual Election Budget

as of Aug 15  
1955

I- Statewide

Public Relations

Salaries  
Advertising  
    Outdoor 80,000  
    TV Program Office 15,000  
    TV Spots 45,000 + 30  
    1 Prod'n 10,000  
    Teletphon 80,000-30  
    Radio Spots  
    Din 20,000  
    Cenl 25,000  
    Radio Programs 5,000  
Democratic Mailings  
Flyers/Letters  
Speakers Bureau Mailings  
Expense Account  
Travel

Budget

\$ 8500  
85000  
30000  
75000  
10000  
50000  
65000  
5000  
5000  
10000  
1500  
300  
200

Services  
Required  
as of

\$  
Cut to 40,000  
Cut to 45  
up to 80  
cut 5 for press staff  
cut 15 for TV coffee  
divide 20 Dem 25 genl  
Leone Bardan program  
delete

Remainder -  
Budget  
over

\$  
35000  
30 total telethon  
TV spot production  
TV Teletphon (12)  
Radio Spots  
Programs

— Comments —

211 spots  
7 sheets  
TV spots  
TV spot production  
TV Teletphon (12)  
Radio Spots  
Programs

39,500

Administration

Salaries  
Literature, Materials  
Mail List Maintenance  
Thank you letters  
Expense Accounts

15500  
60000  
5000  
1000  
5000

cut this - shift to lit & mat  
Haldeman & Rowe (+ Grassmud?)

86,500

Press Bureau

Salaries  
Press Release  
Film Clips, Tapes  
Photos  
Expense Accounts  
Messenger Service  
Sound man }  
move camera } 5,000  
fill photos }

73111  
18100  
10000  
2500  
3500  
100  
57561

Klein, Moscow, Eaton  
Quinn, Ziegler, Wilkins  
Casey.

Nixon for Louisiana Finance Committee  
General Election Budget

2 of 5

<u>II - Statewide (Continued)</u>		Gross Received as of	Remainder - Budget (over)	
Candidate	Budget		under	Comments
Salaries	\$ 6159	\$	\$	
Nixon Auto Fund	18451			
Advised Men Expense	5400			
Special Events	10000			
	40010			
<u>Mail Office</u>				
Salaries	11174			
Postage	3000			
Telephone, Telegraph	1375			
Flexwriting, Mimeo	12500			
Stationery, Supplies	3750			
Equipment Rental	1800			
Office Rental	1750			
Storage	300			
	35649			
<u>Schedule Office</u>				
Salaries	4500			
Expense Accounts	850			
	5350			
<u>Reach Office - prior to July 1, 1962</u>				
	2400	2400	0	
<u>Total Statewide</u>	\$ 69910	\$	\$	

Review for Governor's Finance Committee  
General Election Budget

3 of 5

<u>II - Southern California</u>	Budget	Invoices Received as of	Remainder- Budget (over) under	- Comments -
<u>Field Office</u>				
Salaries - Headquarters	\$ 7600	\$	\$	
Pasadena	2877			
Fund Rps.	4650			
Democratic Program	15000			
Veterans Program	12000			
Mexican Program	15000			
News Program	10000			
Fund Rps. Expenses	10000			
Pasadena Operating Expenses	1250			
	78,399			
<u>Administrative</u>				
Salaries	20097			
Telephone, Telegraph	20000			
Utilities	1450			
Office Postage	3000			
Petty Cash	2000			
Mailing Expenses	2500			
Stationery, Supplies	5700			
Equipment Rental	1800			
Messenger Service	750			
Expense Account	2500			
Packaging, Shipping	1700			
Liquor, Discretion	1150			
IRM lease and Film Purchase	1070			
Construction, Repairs	1200			
Payroll Taxes	8000			
Liability Insurance	1300			
Meetings, Luncheons	2500			
Headquarters Rental	1500			
	78,467			

\$40,000 - cut to 25,000  
gain 15,000

Need for Southern Finance Committee  
General Union Budget

4 of 5

<u>Southern California (Continued)</u>	Budget	Income Received as of	Remainder Budget (57) Under	- Comments -
<u>Contact Office</u>				
Salaries	\$ 7467	\$	\$	
Special Committee	<del>30000</del>	20,000	gain	10,000
WIN Program	<del>8567</del>	16,000		2,000
Special Program	10,000			
Expense Account	2500			
	<u>68,501</u>	<u>56,000</u>		
<u>Special Projects</u>				
Salaries	13375			
September Meeting	85			
Travel	800			
Action Package	2700			
	<u>17,200</u>			
<u>Finance Office</u>				
Salaries	12,187			
Public Relations Materials	1,000			
Furniture Rental	850			
Telephone, Telegraph	400			
Office Salaries	275			
Expense Account	200			
National Mailings	11,000			
	<u>18,907</u>			
Total So. California	\$ 261,507	\$	\$	

Fund for Governor-Financial Committee  
 General Election Budget

5 of 5

III - Northern California

Administration

Salaries  
 Travel  
 Telephone, Telegrams  
 Postage  
 Stationery, Supplies  
 Rentals  
 Messenger  
 Memorandum  
 Miscellaneous  
 Payroll Taxes

Budget

\$ 7200  
 500  
 7700  
 1700  
 1700  
 1750  
 250  
 750  
 265  
 360

Invoices  
 Received  
 as of

Remains  
 Budget  
 (over)  
 under

— Comments —

24535

Field Office

Salaries  
 Travel  
 Veterans' Program  
 Literature, Materials  
 Payroll Taxes  
 Meetings, Luncheons

1500  
 5250  
 3000  
 2000  
 75  
 500

17325

Press Bureau

Salaries  
 Press Releases  
 Expense Accounts  
 Payroll Taxes

2600  
 800  
 1250  
 130

4780

Schedule Office

Salaries  
 Payroll Taxes

2025  
 102

2127

Total No. California

43767

Grand Total

\$ 92,246      \$      \$

Needs for Governor Finance Committee

1. Research Budget
2. Jerry Reynolds' Expenditures

1. Research Budget

Invoices  
received  
as of

Remainder -  
Budget  
over  
Under

Category

Budget

- Comments -

Salaries	\$ 25250	\$	\$
Telephone	3000		
Subscriptions	500		
Rents	2400		
Fuel	800		
Postage and Mailings	1200		
Contributions to Republican Societies	5500		
Thermopaper etc.	1150		
#1 Survey	10000		
News Staff	7200		

\$ 57000

\$

\$

2. Jerry Reynolds' Expenditures

Expenditures  
as of

Reimbursement  
to date

Nat.  
Finance  
Committee  
Expenditures

*file*

NIXON FOR GOVERNOR FINANCE COMMITTEE  
BUDGET FOR 1962 GUBERNATORIAL GENERAL ELECTION  
BY DEPARTMENT

Public relations	\$ 759,500
Press bureau	66,466
Candidate expense	39,559
Campaign administration	244,262
Mail office	35,649
Schedule office	7,477
Field office	156,402
Contact office	108,534
Finance office	18,907
Special projects	<u>15,000</u>
	<u>\$1,451,756</u>



NIXON FOR GOVERNOR FINANCE COMMITTEE  
BUDGET FOR 1962 GUBERNATORIAL GENERAL ELECTION  
BY NATURAL EXPENSE CLASSIFICATION

Salaries, including payroll taxes	\$ 183,286
Advertising -	
Newspaper	\$130,000
Billboards	115,000
Television spots and programs	215,000
Telethon	50,000
Radio	95,000
Miscellaneous media	<u>20,000</u>
	625,000
Mailings -	
Democratic	100,000
Newsletters	24,000
Other	<u>5,500</u>
	129,500
Field and contact program -	
Democrats	50,000
Veterans	20,000
Mexican	25,000
Negro	20,000
WIN	26,000
Special committees	32,500
Other (sports etc.)	<u>30,000</u>
	203,500
Press releases	28,800
Film clips, tapes and photos	12,500
Travel (including fieldmen)	45,850
Special events	10,000
Literature and materials	103,275
Telephone and telegraph	29,475
Expense accounts	14,600
Postage	7,700
Maintenance of mail lists	5,000
Stationery and supplies	10,550
Rentals	7,650
Mimeograph, etc.	13,250
Meetings & luncheons	3,825
Miscellaneous	<u>17,995</u>
	<u>\$1,451,756</u>

*file*

RECOMMENDED ADDITIONAL PROMOTION

BASIC

- |    |   |           |
|----|---|-----------|
| 1. | Increase TV Spots @ \$25,000/wk.                            | \$ 50,000 |
| 2. | Expand L.A. Telethon to Statewide                           | 20,000    |
| 3. | Add DDE re-runs - 3 @ \$3,000                               | 9,000     |
| 4. | Debate re-run - Los Angeles,<br>San Francisco,<br>San Diego | 10,000    |

SUPPLEMENTARY

- |    |                                    |           |
|----|------------------------------------|-----------|
| 1. | Metro. newspaper ads               | 10-50,000 |
| 2. | Additional TV Spots @ \$10,000/wk. | 20,000    |
| 3. | Additional TV Program Time         | 25,000    |
| 4. | Restore Democrat Program cut       | 25,000    |
| 5. | Additional Radio Spots             | unlimited |

PROMOTION BUDGET

All of these expenditures are already firmly committed or spent - with the exception of the TV spot budget. No additional funds are available within the budget.

ADVERTISING

Billboards - 24 sheet and 7 sheet		\$ 64,000
Television:		
TV spots - 3 weeks	\$ 75,000	
TV Programs (DDE, Bombshell and Election Eve)	20,000	
Telethons	<u>115,000</u>	210,000
Radio - Sunday Programs		3,000
Newspaper Mats		<u>2,000</u>
Total Advertising		279,000

LITERATURE AND MATERIALS

65,000

DEMOCRAT PROGRAM

Baxter Program	\$ 70,000	
Bozell & Jacobs	<u>30,000</u>	100,000

MISCELLANEOUS PROGRAMS

Veterans	\$ 12,000	
Mexicans	5,000	
Negroes	7,000	
Speakers Bureau	3,000	
Contact & WIN	40,000	
(includes all group mailings)		
Action Package	<u>6,000</u>	73,000

Press Bureau

Press Releases & Photos	\$ 16,000	
Film Clips	<u>20,000</u>	<u>36,000</u>

T O T A L     P R O M O T I O N

\$ 553,000

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SCHEDULE PROJECTION  
FINAL TWO WEEKS

Sunday, October 21

Oakland - Negro Churches  
TV tape for KRON free time - Duggan

Monday, October 22

San Francisco Telethon

Tuesday, October 23

P.G. & E. Employees Conference - San Francisco  
Sonoma State Hospital Employees  
Westchester Night Rally

Wednesday, October 24

Edison Company Employees - Los Angeles  
League of California Cities - Los Angeles  
Sevaried interview  
Live telecast from Los Angeles - to Los Angeles, San Francisco and  
San Diego.  
Drop-by - Cummings Dinner after TV

Thursday, October 25

Woodbury College  
Pico-Rivera Area Service Clubs  
Ventura or Santa Paula Rally  
San Mateo Night Rally

Friday, October 26

Alameda - Contra Costa bus tour  
Vallejo Night Rally

Saturday, October 27

San Fernando Valley Rally  
Sun City - Old Folks Settlement  
El Centro Rally  
San Diego - Regis Philbum show

Sunday, October 28

ABC TV Program - Los Angeles

Monday, October 29

Sacramento - Aerojet Employees Rally  
Yreka  
Napa

Tuesday, October 30

A.M. - Los Angeles TV  
Negro Baptist Ministers' Alliance Luncheon - Los Angeles  
Ontario Rally  
Los Angeles Precinct Workers Rally  
Tape - League of Women Voters - TV - Los Angeles

Wednesday, October 31

Torrance Rally - Coffee Hour  
Lodi Rally  
Santa Rosa Rally  
San Francisco - TV

Thursday, November 1

TODAY Show - San Francisco  
Merced Rally  
Taft Rally  
Norwalk Area Night Rally

Friday, November 2

Santa Clara County  
San Diego Night Rally

Saturday, November 3

Los Angeles Telethon

Sunday, November 4

? Susskind TV

Monday, November 5

Bus tour - Los Angeles Area Headquarters  
TV - Statewide

Maurice Stans

10-10-62

Bob Haldeman

Additional Programs

**BASIC:**

1.	Restore radio spot budget	\$ 50,000
2.	Absentee ballot mailing - Los Angeles	50,000
3.	Absentee ballot mailing - San Diego & San Francisco areas	40,000
4.	Election Eve TV - 1/2 hour	8-15,000
5.	Eisenhower re-runs - @ 5-10,000	25,000
6.	Increase TV spots @ 25,000/week	50,000

**SUPPLEMENTARY**

1.	Last week metropolitan newspaper ads	10-50,000
2.	Additional TV spots @ 10,000/week	20,000
3.	Additional TV program time	25,000
4.	Additional absentee ballot mailing	50,000
5.	Restore Democrat Program Cut	25,000
6.	Additional radio spots	unlimited

Maurice Stans

10-10-62

Bob Haldeman

Budget Shifts - Recommended

Cancel Radio Spots	\$ 50,000	
Add to TV Spots		\$ 50,000
Cancel Thank-you Letter	1,000	
Reduce Mail List Maintenance	1,000	
Reduce Press Releases	3,000	
Reduce Flexo-Mimeo.	5,000	
Add to Film Clips		10,000
Reduce Radio Programs	2,000	
Advertising Mats		2,000
Reduce Democrat Program	28,500	
Add to Literature & Mats		5,000
Undecided Voter Letter		1,500
Democrat Mailer Production		5,000
Negro Printing		2,000
Add to Telethons		15,000

## memo to Stans re additional programs

### Basic

1. Restore radio spot budget 50,000
2. Absentee ballot mailing - LA 50,000
3. " SD + SF areas 40,000
4. Election Eve TV - 1/2 hour 8-15,000
5. Eisenhower re-runs - @ 5-10,000 25,000
6. Increase TV spots @ 25,000/wk 50,000

### Supplementary

1. Last week metropolitan newspaper ads 10-50,000
2. Additional TV spots @ 10,000/wk 20,000
3. Additional TV program time 25,000
4. Additional absentee ballot mailing 50,000
5. Restore Democrat Program Cut 25,000
6. Additional radio spots unlimited



10/4

Jerry Gilberti must know today - for tomorrow's meeting:

- 1) You mentioned shifting \$25M from Radio Spots to Dem. Program...is this figure still the right one?

*No - just leave it.*

- 2) Re: Contact mailings - USC and UCLA Alumni -- from where are you going to shift the \$10M

*I'm not*

---

*OK*

*Passed the word to Jerry  
Thru Tillman*

**Jerry Gilberti**

9-7-62

**Bob Haldeman**

**This will confirm my discussion this morning with the Finance Committee and Ray Dubrowski concerning the budget item under Press Bureau in the amount of \$10,000 for Film Clips.**

**It was understood and agreed that Joe Agnello has authority to expend this amount at his discretion, and upon his own approval and direction, items are to be paid and charged against this account.**



RESEARCH BUDGET

As approved by the Co-ordinating Committee 7/12/62

"A" BUDGET (approval to spend to these amounts)

<u>Salaries:</u>	\$
1 July to 15 November (Research Staff)	26,250.00
<u>Telephone:</u>	3,000.00
based on previous usage	
<u>Subscriptions and Books:</u>	500.00
<u>Rent:</u>	2,400.00
<u>Travel:</u>	800.00
<u>Postage and Mailings to Candidates:</u>	1,200.00
<u>Contributions to Republican Associates:</u>	5,500.00
Salaries, Printing, files, paper, overhead 1 July to 15 November	
<u>Thermofax Paper:</u>	600.00
<u>Other Miscellaneous Supplies and Contingency:</u>	550.00
<u>#1 Survey:</u>	10,000.00
<u>News Staff:</u>	7,200.00
TOTAL "A" BUDGET	57,000.00

"B" BUDGET (additional approval needed to spend)

<u>#2 Survey:</u>	10,000.00
<u>Investigator:</u>	4,500.00
<u>Task Forces:</u>	1,000.00
<u>Salaries:</u>	4,000.00
TOTAL "B" BUDGET	19,500.00

TOTAL "A" & "B" BUDGETS \$ 76,500.00

8-3-62 10:25 A.M.

(my call)

DW  
Budget

Mr. Eller - Treas. (Repub. Hdqtrs) called re: requested RN budget. I assured him you had message --- he mentioned he had all in except for two or three -

Sub.  
Call him +  
Day our Treas. office  
will send to them  
today  
done

Union for Laborer Treasurer Committee  
General Election Budget  
 Report as of 6/20/62

file

Administrative	Budget	Source	Budget	— Comments —
		Received thru 6/20/62	(over) Under	
Salaries	9040	9040	0	✓
Telephone and Telegraph	8460	7777	683	✓
Utilities	192	193	1	✓
Postage	326	307	19	✓
Petty Cash	241	241	0	✓
Travel	8994	7712	1282	} additional invoices totaling approx \$222 searched
Stationery and Supplies	3859	3872	(13)	
Meetings and Luncheons	267	863	4	✓
Mimes	1481	1481	0	✓
Rentals	1569	1557	12	✓
Messenger Service	911	782	129	"
Expense Accounts	3655	3337	318	✓
Signs and Decorations	26	26	0	✓
Construction	820	820	(10)	✓
Packaging and Shipping	545	545	0	✓
IBM Machine Purchase	765	765	0	✓
Thermo Fax Purchase	359	359	0	✓
Payroll Taxes	1600	715	885	✓
Contingency Reserve	720	211	509	✓
	441122	40603	3819	
<u>Public Relations</u>				
Salaries	4504	4517	(13)	✓
Advertising	24440	27342	(2902)	✓
Literature	4162	4050	118	✓
Materials	7034	6815	219	✓
Direct Mail	11471	9077	2414	✓
	51637	51801	(164)	
<u>Field and Contact</u>				
Salaries	7494	7538	(44)	✓
Travel	1083	781	302	"
Traveling Exp. ....	265	211	54	✓
Night Watchman	20	20	0	✓
Mailouts	1170	981	189	✓
Mailing	267	246	21	✓
	10299	9777	522	

✓ - No further income expected  
 " - vendor's billings incomplete - remaining budget appears  
 to be adequate but not excessive to cover expected future billings

Fin. for General Finance Committee  
 Primary Election Budget  
 Report as of 6/20/62

Candidate	Budget	Expenses Received thru 6/20/62	Budget (over) under	Comments
Salaries	12535	12535	0	✓
Mail Office Rent, supplies	3394	3274	120	✓
Travel	675	675	0	✓
Special Expts	134	134	0	✓
Overhead Paper and Supplies	2220	2193	27	✓
Photos and Recordings	750	317	(67)	✓
Furniture Rental	263	266	(3)	✓
Telephone	15	15	(6)	✓
Telegraph	150	150	0	✓
Remittance Pms	320	320	0	✓
	20091	20020	71	
<u>Reserve</u>				
Salaries	5349	5349	0	✓
Rent	1544	1296	248	✓
Books, Subscriptions	372	372	0	✓
Telephone	1736	1168	568	✓
Expense Accounts	80	90	(10)	✓
	9081	8275	806	
<u>Finance Office</u>				
Salaries	3214	3214	0	✓
Stationery	200	116	84	✓
Expense Accounts	103	38	65	✓
Mailing to Campaign Chairman	3087	3087	0	✓
Telegraph	0	41	(41)	✓
	6604	6496	108	
	142134	136972	5162	

Plan for Governor Finance Committee  
 Primary Election Budget  
 Status as of 6/15/12

	Budget <u>(Dollars)</u>	Estimated Cash Requirements for Unpaid Primary Expenses	
<u>Administration</u>			
Telephone and Telegraph	623		
Utilities	1		
Postage	19		
Fuel	(1340)	2622	Estimated amount of Western Airline Bill to June 5 for Napa travel
Stationery and Supplies	(13)		
Meetings and Travelers	4		
Rentals	12		
Messenger Service		129	Estimated Messenger Service for late May to June 5
Expense Account	328		
Construction	(10)		
Payroll Taxes	885		
Contingency Reserve	509		
<u>Public Relations</u>			
Salaries	(13)		
Advertising	(2902)		
Literature	118		
Materials	219		
Direct Mail	21114		
<u>Field and Contact</u>			
Salaries	(144)		302 { American Airline bill for Jane Dammehner travel from Wash.
Fuel			
Traveling Parking	54		
Traveling	189		
Mailings	21		
<u>Candidate</u>			
Mail Office rentals	120		
Press release papers etc	27		
Photos, recordings	(67)		
Furniture Rental	(3)		
Telephone	(6)		
<u>Records</u>			
Rent	248		
Telephone	568		
Expense Accounts	(10)		
<u>Finance</u>			
Stationery		84	84 { Hoover Letter Service Bill for mail out Printing
Expense Accounts	65		
Telegraph	(41)		
	<u>2025</u>	<u>3137</u>	

NIXON FOR GOVERNOR FINANCE COMMITTEE

DAILY SUMMARY OF CASH RECEIPTS

JUNE 21, 1962

	<u>Loans</u>	<u>Contributions</u>	<u>Transfers from Northern California</u>
Inception to 2/15/62	<del>\$20,000</del>	\$ 52,380.08*	
2/15/62 to 3/26/62	.		
Reclassification of loan to contribution	(10,000)	10,000.00	
Cash receipts	40,000	24,132.00	\$25,000
3/27/62 to 6/20/62			
Repayment of loan	<del>(20,000)</del>		
Reclassification of loan to contribution	(23,000)	23,000.00	
Cash receipts - Regular			
3/27 - 6/5/62		195,622.89	43,000
6/6 - 6/20/62		16,898.00	
Cash receipts - Telethon		50,687.34	
Cash receipts - Contact mailings		4,168.50	
Loan	25,000		
6/21/62			
Cash receipts - Regular		155.00	
Cash receipts - Contact		43.60	
	<u>\$32,000</u>	<u>\$377,087.41</u>	<u>\$68,000</u>

\*Includes \$1,092.67 transferred from Nixon Mail Office

Cash in bank -		
Checking account - Regular	\$22,995.19	
Checking account - Contact	3,073.19	
Checking account - Telethon	13,164.47	
Savings account	<u>512.29</u>	
	<u>\$39,745.14</u>	

377  
68  
32  

---

477



Notes for Governor  
 Bill Wilson - Primary Campaign  
 6/1/67

<b>Cash</b>					
Checking account					
Regular			8615.12		
Contact			3073.19		
Relathon			13164.47		
Savings account			51279		
			25365.07		
Advances and loans payable				32000 -	
Deficits pre-primary			3175341		
Payroll taxes withheld				86240	
<b>Receipts</b>					
Contributions					
General 3/31-6/5				213633.57	
Contact				4312.10	
Relathon				32587.31	
Transfer from No Conf				43000 -	
Interest				16.54	
<b>Expenses</b>					
General			253221.01		
Contact			1156.71		
Relathon			37523.27		
			317401.01	317401.01	
<b>Tentative General Campaign</b>					
Cash in bank			1438007		
Contributions received 6/6-6/21				1705300	
General campaign expenses			317953		
Payroll taxes withheld				50666	
			1755760	1755760	
<b>Total cash</b>					
Primary		25365.07			
Tentative general		1438007			
		3974514			
<b>Accounts payable</b>					
Expenses			1036	4100	
Relathon			600	600	
Payroll taxes withheld received			1000	4700	
			1736	4700	

Nixon for America  
Analysis of Expenditures

	March Total actual expenditures to 3/31/72	January Comparison 3/1 - 6/31
<u>Administratives</u>		
Southern California		
Salaries	1047234	1227478
Headquarters operation		
Stationery + supplies	581250	36601
Postage - General	114303	24725
Shipping and decorating	21112	2548
Mimeo + photo	135794	501340
Meetings and luncheons	200386	75710
Reliefers	21055	25820
Utilities	15339	15385
Telephone service	25774	71873
Telephone + telegraph	71532	952702
Travel - Dept. motor.	386033	735-
Equipment rental	466412	205199
Printing + shipping	36519	86123
Expense accounts	45819	43720
	2724167	2481853
Other	72200	112347
	3855121	3653698
State		
Salaries	1237818	1050710
Travel	173158	175105
General travel expense	37777	592416
	1768753	1815431
	5615891	5472129
<u>Public Affairs</u>		
Southern California		
Salaries	1100 -	260737
Advertising		9065512 (including \$24,481 for TV spots)
Direct mail	947866	1446167
Literature	236038	543280
Materials	1272532	910918
	2547998	12271614
State - salaries	442576	693636
	3010574	12920250

# Vign for Governor Analysis of Expenditures

	March to 3/31/21	Primary Campaign 3/31-6/30
<u>Voluntary Contacts</u>		
Southern California		
Travel and room travel	5013	1173.43
Assistance to dist. judges	-	115.20
	6013	1288.63
<u>State</u>		
Salaries	10512.63	14910.14
Mail + printing	4857.7	4734.47
	15370.33	19644.61
	21383	22530.24
<u>Candidates - State</u>		
Salaries	18655.32	17829.16
Mail office rent	2358 -	1152.59
Mail office supplies postage	7850.23	6541.62
Travel	6874.46	3921.93
Special accounts	15235.3	5633.6
	36749.39	33022.36
<u>Assessors - State</u>		
Salaries	64173.0	10098.86
Office rental	576 -	1766.50
Staff + volunteer travel exp	1493.7	950.4
Exp. subscriptions, materials	1651.79	553.25
Polls	-	-
	67349.46	12519.15
<u>Various Offices - State</u>		
Salaries	9375.0	5612.31
Expense accounts	35.05	503.6
Other	2058	1149.47
	9968.05	6312.17
<u>Notable -</u>		
Southern California	65267.50	166603.72
State	77997.79	87019.29
Grand total	143265.29	253623.01

Notes for Treasurer  
 Transfers from the Judges' Committees

Contributions received  
 include the following transfers from  
 Southern California Committees

	<u>3/15-7-15</u>	<u>4/6-6/31</u>	
Orange County Committee	10,000	1,500 -	11,500
Ventura County Committee	2,500		2,500
Whittier Area Committee	2,000	250 -	2,274
Arcadia Committee	150		150
San Diego - La Jolla Committee	8,000	3,000	11,000
Riverside County Committee	1,500		1,500
San Bernardino County Committee	500		500
Santa Barbara Committee		400	400
San Luis Obispo		300	300

24,174

5,450

30,000

**KNOWLAND FOR GOVERNOR CAMPAIGN**

**Los Angeles County Budget  
(Primary 1958)**

**Needed for Budget**

	<u>Amount</u>	<u>Jan. Feb.</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>
Administration	\$45,175	\$7,000	\$10,500	\$13,175	\$13,500	\$1,000
Women's Division	6,500	500	1,000	2,500	2,500	-----
Veterans' Division	6,000	500	1,000	2,000	2,500	-----
Democrats' Division	20,000	2,000	5,000	6,500	6,500	-----
Knowland Clubs	5,000	3,000	1,500	500	-----	-----
Assistance to District Headquarters (20 @ \$500)	10,000	-----	2,000	3,500	4,500	-----
Public Relations:						
Outdoor Boards	19,346	6,450	6,448	6,448	-----	-----
Television	36,500	1,500	4,000	18,200	12,800	-----
Radio	21,900	-----	3,500	6,500	11,900	-----
Newspaper Advertising	15,000	-----	1,500	5,500	8,000	-----
Literature	15,000	-----	2,000	8,000	5,000	-----
Specialized Literature	3,750	-----	750	1,500	1,500	-----
Periodical & Misc. Ads	2,000	-----	250	750	1,000	-----
Mats, Cuts & Photos	2,000	250	500	625	625	-----
Speakers Bureau (Sec. @ \$1200 and Travel)	2,500	-----	500	750	1,250	-----
Publicity Director	4,000	500	1,000	1,000	1,500	-----
Secretary to Publicity Director	1,200	-----	200	500	500	-----
Extra Publicity Men (last month)	2,500	-----	-----	-----	2,500	-----
Direct Mailing (1-3/4 million @ 3¢)	52,500	-----	-----	15,000	37,500	-----
Special Group Mailing	10,000	-----	1,000	3,000	6,000	-----
Candidate's Travel	1,600	400	400	400	400	-----
General Travel	1,500	200	300	500	500	-----
Research and Survey	1,500	200	300	500	500	-----
Publicity Man (Wash.D.C.)	1,600	400	400	400	400	-----
Reserve and Clean-Up	3,000	-----	-----	-----	-----	3,000
	<u>\$290,071</u>	<u>\$22,900</u>	<u>\$44,048</u>	<u>\$97,748</u>	<u>\$121,375</u>	<u>\$4,000</u>

It must be understood that this Budget Breakdown is based on our best judgment of the timing and items to be expended as of this date. Practical judgment during the Campaign may call for accelerating or delaying of expenditures and transferring from one budget item to another. The sole discretion for such changes must be left to the Candidate's Budget Committee.

We can only agree not to accelerate past the total breakdown for any month, plus any saved from previous months. In other words, March provides for \$44,048. If in March we do not spend \$44,048, then the unused amount can be spent in subsequent months in addition to the amounts budgeted for the subsequent months. The foregoing is predicated upon the fact that the money is on hand.

March 3, 1958

KIRKLAND - FOR GOVERNOR CAMPAIGN

Los Angeles County Budget  
Administration  
General Campaign-1958

L. A. County Manager (3 mos. @ \$2500)	\$	7,500.
Field Man (3 mos. @ 1000)		3,000
Field Man (2 mos. @ 1000)		2,000
Headquarters Manager (2 mos. @ 1200)		2,400
Secretaries:		
1 @ \$150 for 14 weeks		2,100
1 @ \$150 for 10 weeks		1,500
Stenographers:		
3 @ \$80 for 10 weeks		2,400
Switchboard Operator (14 weeks @ \$75)		1,050
Mimeograph Operator (10 weeks @ \$75)		750
Receptionist-typist (12 weeks @ \$70)		840
Typists: 1 @ \$65 for 10 weeks		650
Shipping & Mailing Clerk (12 weeks @ \$75)		900
Rent (L.A. County Headquarters)		750
Furniture & Typewriters		500
Telephone & Telegraph		3,000
Stationery & Supplies		2,000
Postage (General)		1,500
Signs		500
Mimeo and Photo		750
Payroll Taxes		500
Insurance		300
Meetings & Luncheons		3,000
Petty Cash		500
Utilities		250
Janitor		500
Messenger Service		300
Closing Headquarters		375
		<hr/>
	\$	39,815
		<hr/> <hr/>

Nixon for Governor file  
 Trial Balance - Primary Campaign  
 7-3-62

Cash						
Checking account						
Regular				651 09		
Contact				337059		
Relitton				1271670		
Savings account				<u>54161</u>		
				1727999		
Advances and loans payable:						320000
Deficit - primary				3175341		
Receipts						
Contributions						
Primary 3/27 6/5 plus						
Relitton						
Contact						
San Diego 7/3/62						
5,000 from San						
						42367389
						5090334
						450750
Transfers from No Only						4300000
Interest						4586
Expenses						
Regular				26572564		
Contact				113891		
Relitton				<u>3818644</u>		
				35408159		35408159

Report for Governor Finance Committee  
 Trial Balance - General Campaign  
 July 6, 1962

Cash Checking account Savings account  Loans payable Deficit from primary Payroll taxes payable Receipts: General Contract No. Calif.  Expenses: Salaries Other	536,531 54,161  570,000 147,200.1 241,473  26,584.81 7,500 377.30  152,578.1 22,871.0  <hr style="border: 1px solid black;"/> 864,518.4      864,518.4
---	--

\* Does not reflect accounts payable



# Notes for Treasurer

## Analysis of Deficit

Contributions regular					
" - Relitbox					(223624.89
" - Contact					509033.41
Transfers from No Calif					450750
Interest		322,081.59			4300000
					4586
Expenses - regular					
Contact					(265723.64
Relitbox					113891
Surplus for Primary					38186.64
		305,045.19			1703340
Deficit at 3/27/62					
		3175341			
Excess of contrib + transfers					
over expenses - Primary					(1703340)
Deficit - unpaid					
to General Campaign					<u>1472001</u>
Cash at 3/27/62					
		2097097			
Cash income					999081.59
Expenses paid					(305045.19)
Taxpoll tax payable at 3/27/62					(201138)
					1227999
Cash loans received					2500000
Cash loans paid					(2200000)
Cash transferred to general					<u>1727999</u>
Beginning of Primary					
Cash		2097097	1727999	Net Change	(301096)
Advances		(5000000)	(3200000)		
Taxpoll taxes payable		(201138)			201138
Deficit		<u>3175341</u>	<u>1472001</u>		<u>1703340</u>

Report for Governor  
Analysis of Expenditures

	<u>Amount</u> Total actual expenditures to 3/30/32	Summary Comparison 3/27-6/29
<u>Administration</u>		
Southern California		
Salaries	<u>1045234</u>	<u>1011478</u>
Headquarters operation		
Stationery + supplies	5872.80	3860.01
Postage - General	114363	28402
Signs and decorating	21112	25418
Waxes + photo	135994	577447
Meetings and luncheon	200386	127459
Telephone	27055	25590
Utilities	15339	15355
Travelers service	25976	71183
Telephone + telegraph	715382	1394771
Branch dept. const.	386038	73500
Equipment rental	466412	209888
Printing + shipping	36019	56125
Expense accounts	<u>65819</u>	<u>46985</u>
	<u>2737167</u>	<u>2992512</u>
Other	<u>73222</u>	<u>112347</u>
	<u>3853121</u>	<u>41147845</u>
State		
Salaries	1231818	1050710
Travel + tax	148758	157126
General travel expense	377627	656491
	<u>1760173</u>	<u>1894527</u>
	<u>5613894</u>	<u>6042372</u>
<u>Public Relations</u>		
Southern California		
Salaries	1100 -	260137
Advertising		9335552
Direct mail	947846	1177860
Literature	236058	543380
Materials	1272052	735676
	<u>2567798</u>	<u>12556185</u>
State - salaries	<u>442576</u>	<u>673636</u>
	<u>3010574</u>	<u>13250041</u>

# Nixon for Governor Analysis of Expenditures

	<u>Memorandum</u> Total actual expenditures to 3/26/62	Summary Comparison 3/27-6/59
<u>Field and Contacts</u>		
<u>Southern California</u>		
Travel and maintenance	6018	117343
Assistance to dist. judges	-	11500
	6018	128843
<u>State</u>		
Salaries	105160	1491014
Mail + printing	48571	443147
	1120265	1934161
	1126383	2063304
<u>Candidate - State</u>		
Salaries	1865832	1783916
Mail office rent	2385-	115039
Mail office supplies + postage	782023	686652
Travel	639416	454090
Special events	159388	56356
	3671989	3095233
<u>Research - State</u>		
Salaries	641780	1026553
Office rental	596-	178650
Staff + volunteer travel exp	14937	2504
Books, subscriptions, materials	185179	56325
Post	-	-
	821496	1271032
<u>Financial Office - So. Calif.</u>		
Salaries	93750	561234
Expense accounts	3505	11796
Other	2058	279272
	99313	852282
<u>Totals -</u>		
Southern California	6526750	17685375
State	7799799	8886889
<u>Grand total</u>	14326549	26572264

Notes for Governor  
Reconciliation of receipts per books with Campaign strict  
& Cash's Analysis

	Cash	200,633.89	}	823,622.89
Contributions per books	Transf. from bank	250,000.00		
	Relitex	50,715.37		
	Contact	450,950		
Transf. from No. Calif		430,000.00		
Interest		4586		
Loan		250,000.00		
Balance from pre primary		<u>20,290.97</u>		
		367,372.56		
Less - non cash contributions		<u>230,100.00</u>		
	Total cash receipts per books	344,571.56		
Less - pre primary balance		(20,290.97)		
Add - non cash contributions		230,000.00		
In- Out receipts		30,113		
Operation Telephone receipts		66800		
Taxation		<u>7,307</u>		
	Total receipts per campaign strict	<u>348,790.79</u>		

Cash Analysis

Total receipts (348,790.79 plus pre-primary balance of 20,290.97)	369,081.76
Total disbursements	<u>34,652.77</u>
	41,428.99
Less - non cash contributions included in receipts	<u>230,000.00</u>
	<u>18,428.99</u>
<u>Cash analysis</u>	
Regular checking account	651.09
Relitex	12,716.70
Contact	<u>33,715.59</u>
	16,738.38
Savings account	<u>5,116.1</u>
	17,977.99
Operation Telephone	5,9800
Taxation committee	<u>55,100</u>
	<u>18,428.99</u>

12/7/68

Report for Governor  
 Reconciliation of Expenses per books with  
 Expenses per Campaign Statement

Total expenses per books	305,481.9
Payroll taxes payable at 3/27	20,413.8
Prepayment of taxes	<u>7,000.0</u>
Total cash disbursements per books	327,075.7
In-Out receipts + checks	302.13
Operational Telephone disbursement:	
to Civil Intern. Comm. + Sew	25,000
Less - Amount to Oper. Telephone	<u>18,000</u>
	7,000
Passive expenses	<u>1,550.7</u>
Total disbursements per statement	<u><u>327,652.77</u></u>

AC 7/26/63

Nixon for Governor  
 Trial Balance - Primary Campaign  
 6-29-68

<b>Bank</b>			
Checking account		(49536)	
Regular - Tentative primary		1697073	
Contact		337059	
Relathon		1271670	
Savings account		<u>51279</u>	
		3058515	
<b>Advances and loans payable:</b>			
Deficit - primary		3175341	3200000
Payroll taxes withheld (general campaign)			50660
<b>Receipts</b>			
Contributions			
Tentative primary 3/27 - 6/5			21562289
Tentative general 6/6 - 6/28			2177611
Contact			450950
Relathon			5090334
Transfer from Ho Prof			4300000
Interest			1654
<b>Expenses</b>			
Primary		26415909	
General		551178	
Contact		113891	
Relathon		<u>3818664</u>	
		39133498	39133498
<b>Accounts payable:</b>			
Primary		\$50171	

Report for November  
Analysis of Expenditures

	Memo Total actual expenditures to 3/26/52	Primary Company 3/27-6/58
<u>Administrative</u>		
Southern California		
Salaries	<u>1043534</u>	<u>1044786</u>
Headquarters operation		
Stationery + supplies	5872.50	3860.01
Postage - General	1143.63	284.02
Signs and decorating	211.12	254.18
Mimeo + photo	1359.94	5194.47
Meetings and luncheon	2003.86	1644.0
Telly Cash	270.55	258.90
Utilities	153.39	153.55
Messenger service	259.76	741.83
Telephone + telegraph	7153.52	15972.48
Research dept. costs	3860.32	735.00
Equipment rental	4664.12	2098.58
Freighting + shipping	360.19	361.23
Expense accounts	<u>653.19</u>	<u>469.85</u>
	<u>27371.67</u>	<u>29419.70</u>
Other	<u>732.00</u>	<u>1123.47</u>
	<u>38521.21</u>	<u>40993.23</u>
State		
Salaries	1231818	1050910
Payroll taxes	148752	187126
General travel expense	<u>379794</u>	<u>611677</u>
	<u>1760192</u>	<u>1849713</u>
	<u>5613894</u>	<u>5949016</u>
<u>Public Relations</u>		
Southern California		
Salaries	1100 -	200737
Advertising		9335852
Direct mail	947866	1477860
Literature	236082	543280
Materials	<u>1272252</u>	<u>938676</u>
	<u>2567998</u>	<u>12554105</u>
State - salaries	<u>442576</u>	<u>673636</u>
	<u>3010574</u>	<u>13250041</u>

# Nixon for Governor Analysis of Expenditures

	<u>Wmco</u> Total actual expenditures to 3/26/68	Primary Campaign 3/27-6/28
<u>Field and Contact</u>		
<u>Southern California</u>		
Travel and maintenance	6018	117343
Assistance to dist. hdqtrs.	-	11500
	6018	128843
<u>State</u>		
Salaries	105126	1491014
Mail + printing	48591	443447
	1100265	1934461
	1106283	2063304
<u>Candidates - State</u>		
Salaries	1865832	1782916
Mail office rent	2383-	115239
Mail office supplies + postage	782023	686652
Travel	629416	452090
Special events	159328	56336
	3674789	3093233
<u>Research - State</u>		
Salaries	641780	1026553
Office rental	596-	178650
Staff + volunteer travel exp	14937	9504
Books subscriptions, materials	105179	56325
Polk	-	-
	821492	1271632
<u>Finance Offices - So. Calif.</u>		
Salaries	93750	561234
Expense accounts	3505	11776
Other	2058	216273
	99313	789283
<u>Totals -</u>		
Southern California	6526750	17523834
State	7799799	8349095
Grand total	14326549	26415909

2-2-5-3  
563



**NIXON PRIMARY CAMPAIGN BUDGET  
ESTIMATED CASH FLOW  
February 15 - June 15, 1962**

	So. Calif. Total g. (c plus d)	Salary & Operating Expense			Adv. & Promo. d.	L. A. Disbursements	
		So. Calif. a.	60% State b.	Total c. (a plus b)		No. Calif. 40% State e.	Total L. A. Disburse. f. (e plus g)
Pre-Primary <sup>2/15</sup> <sub>3/15</sub>	44,675	12,900	20,775	33,675	11,000	13,850	58,525
March 31	24,423	6,905	9,518	16,423	8,000	6,345	30,768
April 15	24,422	6,905	9,517	16,422	8,000	6,345	30,767
April 30	69,423	6,905	9,518	16,423	53,000	6,345	75,768
May 15	54,422	6,905	9,517	16,422	38,000	6,345	60,767
May 31	32,423	6,905	9,518	16,423	16,000	6,345	38,768
Primary Total	205,113	34,525	47,588	82,113	123,000	31,725	236,838
Post Primary <sup>6/15</sup>	16,262	6,625	9,637	16,262	-	6,425	22,687
<b>TOTAL</b>	<b>266,050</b>	<b>54,050</b>	<b>78,000</b>	<b>132,050</b>	<b>134,000</b>	<b>52,000</b>	<b>318,050</b>

*need for outdoor Mar 31  
No Calif 8,000  
So Calif 12,000  
Total 20,000*

*Haldeman*

March 27, 1962

**NIXON PRIMARY CAMPAIGN**

**BUDGET SUMMARY**

February 15 - June 15, 1962

	<u>No. Calif.</u>	<u>So. Calif.</u>	<u>Total</u>	<u>Per cent</u>
Administration	32,665	50,460	83,125	19%
Public Relations	68,870	144,230	213,100	50%
Field and Contact	31,345	30,680	62,025	15%
Candidate	19,200	28,800	48,000	11%
Research	<u>7,920</u>	<u>11,880</u>	<u>19,800</u>	<u>5%</u>
<b>TOTALS</b>	<b>160,000</b>	<b>266,050</b>	<b>426,050</b>	<b>100%</b>
	<b>(38%)</b>	<b>(62%)</b>		

**NIXON PRIMARY CAMPAIGN  
SOUTHERN CALIFORNIA BUDGET**

Administration

Headquarters Office Mgr.	SS 4 mos. @ 1,000	4,000		
Assistant to Manager	BT 4 mos. @ 400	1,600		
Switchboard Operator	YK 4 mos. @ 350	1,400		
Mimeo and File Clerk	CB 4 mos. @ 350	1,400	1200	+ 200
Receptionist-Typist	MAP 4 mos. @ 325	1,300		
Shipping & Mailing Clerk	RE 4 mos. @ 275	1,100		
Office Assistant	BL 4 mos. @ 250	1,000	1050	+ 50
2 Stenos. / @ 350	JREM 4 mos. @ 700	2,800		
	1 @ 375 EMSR			
Hdqtrs. Opr. (attached)		22,000		
60% Share of 23,100		<u>13,860</u>		

50,460

Public Relations

News Bureau Director	DH 4 mos. @ 600	2,400		
Department Secretary	GW 2 mos. @ 350	1,050	800	- 250
Advertising		90,000	}	134,000
Direct Mail		5,000		
Literature		27,000		
Materials		12,000		
60% Share of \$11,300 Statewide		<u>6,780</u>		

144,230

**NIXON PRIMARY CAMPAIGN  
SOUTHERN CALIFORNIA BUDGET**

**Field and Contact**

Travel & Maintenance	4 mos. @ 500	2,000	
Assistance to Dist. Headquarters	4 mos. @3,000	12,000	
60% Share of 27,800 Statewide		<u>16,680</u>	
			30,680

**Candidate**

60% Share of 48,000 Statewide			28,800
-------------------------------	--	--	--------

**Research**

60% Share of 19,800.		<u>11,880</u>	
			266,050

**NIXON PRIMARY CAMPAIGN  
SOUTHERN CALIFORNIA BUDGET**

**February 15 - June 15, 1962**

**Headquarters Operation**

	<u>Per Mo.</u>	<u>4 Mos.</u>		
Stationery & Supplies	700	2,800	— 1,800	4,000
Postage - General	300	1,200		
Signs & Decorating	-	400		
Mimeo. & Photo	250	1,000	6,000	5,000
Meetings & Luncheons	1,000	4,000		
Petty Cash	100	400		
Utilities	150	600		
Messenger Service	50	200		
Telephone & Telegraph	2,000	8,000		10,000
Research Dept. Constr.	-	1,000		
Equipment Rental	250	1,000		
Packaging & Shipping Materials (L. A. Ct. only)	100	400		
Expense Accounts (Staff)	<u>250</u>	<u>1,000</u>		
	<b>5,150</b>	<b>22,000</b>		20,000

**NIXON PRIMARY CAMPAIGN  
STATEWIDE BUDGET  
February 15 - June 15, 1962**

			<u>No. Calif.</u>	<u>So. Calif.</u>
			40%	60%
<u>Administration</u>				
Campaign Manager	HRH 4 mos. @ 2,500		10,000	
Executive Secretary	DW 4 mos. @ 600		2,400	
Schedule Secretary	JR 4 mos. @ 500		2,000	
3 Steno.	<sup>400</sup> @ 500 x 1 @ 400	AG 4 mos @ 400 3 mos. @ 700 BC 3 mos 400	3,100	2800 +100
Gen. Travel Exp.	4 mos. @ 1,250		5,000	
Payroll Taxes	4 mos. @ 400		<u>1,600</u>	
<b>TOTAL</b>			<b>23,100</b>	<b>9,240</b>
<u>Public Relations</u>				
P. R. Director	CF 4 mos. @ 1,250		5,000	
Staff Photographer	LM 4 mos. @ 325		1,300	
<del>Attack Director</del> <del>Speakers Bureau Dir.</del>	JR 2 mos. @ 1,000 2 mos. @ 850		2,000 <del>3,400</del>	<del>3,400</del> -400
Executive Secretary	EM 4 mos. @ 400		<u>1,600</u>	
Attack Directors expense	2 mos 300		1,000	
<b>TOTAL</b>			<b>11,900</b>	<b>4,520</b>
<u>Field and Contact</u>				
Field Director	JK 4 mos. @ 1,200		4,800	
Contact Director	DW 4 mos. @ 1,250	1125	5,000	- 875
Party Liaison	YS 4 mos. @ 800		3,200	
Special Projects Dir.	CA 4 mos. @ 1,000		4,000	
Vol. Program Coord.	DT 4 mos. @ 400		1,600	
2 Exec. Secys.	@ 400 4 mos. @ 800		3,200	3400
Mall and Printing	3 mos. @ 2,000		<u>6,000</u>	
<b>TOTAL</b>			<b>27,800</b>	<b>11,120</b>
				<b>16,680</b>

**NIXON PRIMARY CAMPAIGN  
STATEWIDE BUDGET  
February 15 - June 15, 1962**

<u>Candidate</u>			<u>No. Calif.</u> 40%	<u>So. Calif.</u> 60%
Special Assistant	AM	4 mos. @ 1,500		6,000
Press Aide	SQ	4 mos. @ 800		3,200
Tour Manager		4 mos. @ 1,000		4,000
Aide		4 mos. @ 500		2,000
Secretary	MA	2 mos @ 500 4 mos. @ <del>500</del> 2 1/2 mos @ 650		2,000
4 Mail Office	✓	4 mos. @ 1,750		7,000
File Clerk	✓	4 mos. @ 350		1,400
Mail Office - Rent		4 mos. @ 350		1,400
Mail Office Supplies & Postage		4 mos. @ 1,500		6,000
Travel - Candidate plus 40 days @ 100		4 mos. @ <del>1,000</del>		4,000
Advance Men 2 @ 25 per day x 10 days		2 mos. 500		1,000
Special Events		2 mos. @ 5,000		10,000
				48,000
			19,200	28,800

**RESEARCH**

Research Director	CB	2 1/2 @ 1000		2500
	HF	<del>4 mos. @ 1,000</del>		<del>4,000</del>
Executive Secretary	ST	4 mos. @ 425		1,700
Research Staff Asst.	HG	4 mos. @ 225		900
Editorial Assistant	MY	4 mos. @ 400		1,600
Task Force Coord	HF	4 mos @ 1000		4,000
<del>add A Baker</del>		<del>2 mos @ 1,000</del>		<del>2,000</del>
				con't.
				+ 4000

**RESEARCH, con't.****No. Calif.**    **So. Calif.**  
**40%**            **60%**

<b>Typist</b>	BS 4 mos. @ 350	1,400		
<b>Dept. Secretary</b>	JVV 4 mos. @ 250	1,000		
<b>Office Rental</b>	4 mos. @ 300	1,200		
<b>Staff and Volunteer Trav. and Exp.</b>	4 mos. @ 500	2,000		
<b>Books, Subscrip., and Materials</b>	4 mos. @ 200	800		
<b>Polls</b>	1 mo. @ 5,200	<u>5,200</u>		
<b>TOTAL</b>		<u>19,800</u>	<u>7,920</u>	<u>11,880</u>
<b>GRAND TOTALS</b>		<u><u>130,000</u></u>	<u><u>52,000</u></u>	<u><u>78,000</u></u>



**NIXON PRIMARY CAMPAIGN  
NORTHERN CALIFORNIA BUDGET  
February 15 - June 15, 1962**

*SF HQ 34*  
*SF County 17*  

---

*51*  
*due State 52*  

---

*108*  
  
*(57,000)*

Administration

<b>Northern California Operations and Salaries</b>	<b>23,425</b>	
<b>40% Share of 23,100</b>	<b><u>9,240</u></b>	
		<b>32,665</b>

Public Relations

<b>Advertising</b>	<b>60,000</b>	<i>- 57,000</i>
<b>Direct Mail</b>	<b>2,000</b>	
<b>Literature</b>	<b>350</b>	
<b>Materials</b>	<b>2,000</b>	
<b>40% Share of 11,300</b>	<b><u>4,520</u></b>	
		<b>68,670</b>

Field and Contact

<b>Trav. &amp; Maint. (Staff &amp; Veh)</b>	<b>3,225</b>	
<b>Assistance to Dist. Hdqrs.</b>	<b>17,000</b>	
<b>40% Share of 27,800</b>	<b><u>11,120</u></b>	
		<b>31,345</b>

Candidate: 40% Share of 48,000 Statewide 19,200

Research: 40% Share of 19,800 Statewide 7,920

**TOTAL** **160,000**

7  
4 RH  
noted copy

NIXON PRIMARY CAMPAIGN

CC 1 - 1 White  
2 Donnell  
3 Kearns  
4-56 - Esberg (3)  
9 - Adams

JANUARY - MAY 1962

PROPOSED BUDGET

DECEMBER 26, 1961

Does not cover -

- 1 - Direct assistance or support to: (other than field staff)  
Women, Veterans, Democrats, Clubs, etc
- 2 - Operation Telephone costs
- 3 - Expenses for Speakers Bureau speakers, celebrities, etc

Assumes -

- 1 - Substantial volunteer manpower with expenses underwritten
- 2 - Donation of headquarters space + furnishings

December 26, 1961

NIXON PRIMARY CAMPAIGN

BUDGET SUMMARY

	<u>Mr. Calif.</u>	<u>So. Calif.</u>	<u>Total</u>	<u>Per cent</u>	<u>K LA</u>
Administration	\$ 32,140	\$ 63,060	\$ 95,200	14%	16%
Public Relations	169,020	251,830	420,850	60%	65%
Field and Contact	28,490	42,085	70,575	10%	16%
Candidate	25,900	38,850	64,750	9%	1%
Strategy and Issues	<u>17,200</u>	<u>25,800</u>	<u>43,000</u>	7%	x
					misc. 2%
<b>TOTALS</b>	<b>\$ 272,750</b>	<b>421,625</b>	<b>694,375</b>		
	(39%)	(61%)			

LA317

Salaries 153 (22%)  
Expenses 541 (78%)

elim. (and + Strat + Issues)

		<u>N</u>	<u>K</u>	
Admin	14	17	17	6
PR	60	71	66	65
F+C	<u>10</u>	12	17	<u>16</u>
	84			97

NIXON PRIMARY CAMPAIGN

SOUTHERN CALIFORNIA BUDGET

Administration

			<i>KAA rate</i>	
✓ Headquarters Office Manager	3 mos. @ \$1,000		1200	\$5,000
✓ Assistant to Manager	3 mos. @ 400			2,000
Switchboard Operator	4 mos. @ 400		325	1,600
Mimeograph & File Clerk	4 mos. @ 350		325	1,400
✓ Receptionist-Typist	3 mos. @ 350		300	1,750
Shipping & Mailing Clerk	4 mos. @ 350		325	1,400
✓ Office Assistant	3 mos. @ 250			1,250
2 Stenographers @ 350	3 mos. @ 700		350	3,500
Hqtrs. Operations (att.)				29,200
60% Share of \$26,600 Statewide (att.)				<u>12,260</u>

*+ 40%*  
\$ 63,000 *45*

*Admin. Comp. to K if eliminate \* Statewide share*

Public Relations

New Bureau Director	3 mos. @ \$1,000			\$5,000
Exec. Secretary/Asst.	3 mos. @ 400			1,200
Department Secretary	4 mos. @ 350			1,400
Advertising			93	120,000 +30%
Direct Mail			62	75,000 +20%
Literature			} 23	+70%
Materials				
60% Share of \$17,000 Statewide (att.)				<u>10,230</u>
				17,530 10
				\$251,830 <i>+ 30%</i> <i>188</i>

*\* Combine Admin & Field + Contact*

$\frac{N}{105} \quad \frac{K}{92} \quad 15\%$

December 26, 1961

NIXON PRIMARY CAMPAIGN

SOUTHERN CALIFORNIA SUBSET

Field and Contact

Field Men - 3 @ 800	✓ 1-3 mos. @ 800	\$ 4,000	
	2-4 mos. @ 800	6,400	
Travel & Maint.			
3 @ \$25 per day x 20		6,500	
Assistance to Dist. Hdqrs.			
10 @ 200	2 mos. @ 6,000	12,000	
60% share of \$21,975 statewide (att.)		<u>13,185</u>	

TOTAL

\$42,085

-10%

47

Candidates

60% share of \$64,750 Statewide (att.)

38,850

3

Strategy and Issues

60% share of \$43,000 Statewide (att.)

25,800

7

Misc

TOTAL

\$ 421,625

↑ 90

LA

317

+10%

Outer So Calif 105

December 26, 1961

NIXON PRIMARY CAMPAIGN  
SOUTHERN CALIFORNIA BUDGET

Headquarters Operation

		<u>Mo</u>	<u>Genl</u> <u>K</u> <u>LA</u>	
Stationery and Supplies	\$ 3,300	700	700	
Postage - general	2,750	550	500	
Signs and Decoration	500	<del>100</del>		500
Mimeograph and Photograph	1,400	280	250	
Payroll Taxes	800			800
Insurance	500	100	100	
Meetings and Luncheons	3,000	1000	1000	
Petty Cash	750	250	166	
Utilities and Janitor	1,500	300	250	
Messenger Service	500	100	100	
Telephone & Telegraph	6,000	1200	1000	
Mqtrs. Construction (in lieu of 12 months rent)	<u>6,000</u>	500	750	

TOTAL

~~27,000~~ + 19,200  
 per cent  $\frac{31,200}{5}$   
 5,000  
 5,000

Knowland - furniture & typewriters 500 (free)

December 26, 1961

NIXON PRIMARY CAMPAIGN

NORTHERN CALIFORNIA SUBSET

Administration

✓ Northern Calif. Manager	3-1/2 mos. @ \$1,000	\$ 3,500
✓ Executive Assistant	3 mos. @ 700	3,500
Hqtrs. Clerical 1 @ \$400 and \$350	4 mos. @ 750	3,000
Hqtrs. Operations (att.)		11,500
40% Share of \$26,600 Statewide (att.)		<u>10,640</u>
TOTAL		\$ 32,140

Public Relations

News Bureau Director	5 mos. @ \$1,000	5,000
Executive Secy./ Asst.	3 mos. @ 400	1,200
Advertising		80,000
Direct Mail		50,000
Literature		20,000
Materials		6,000
40% Share of \$17,050 Statewide (att.)		<u>6,820</u>
TOTAL		\$ 169,020

December 26, 1961

NIXON PRIMARY CAMPAIGN

WESTERN CALIFORNIA BUDGET

Field and Contact

Field Men - 2 @ \$400	1-3 mos. @ \$800	
	1-4 mos. @ 800	\$ 7,200
Travel & Maint.		
2 @ \$25 per day x 20		4,500
Assistance to Dist. Hqtrs.		
20 @ \$200	2 mos. @ 4,000	8,000
40% share of \$21,975 statewide (att.)		<u>8,790</u>
TOTAL		\$ 28,490

Candidates

40% share of \$64,750 statewide (att.)	25,900
--	--------

Strategy and Issues

40% share of \$43,000 statewide (att.)	<u>17,200</u>
--	---------------

TOTAL	\$ 272,750
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December 26, 1961

NIXON PRIMARY CAMPAIGN

NORTHERN CALIFORNIA BUDGET

Headquarters Operation

Stationery and Supplies	\$ 1,000
Postage - general	1,000
mimeograph and Photograph	500
Insurance	250
Meetings and Luncheons	2,500
Petty Cash	500
Utilities and Janitor	500
Messenger	250
Telephone and Telegraph	4,000
Rent	<u>1,000</u>

TOTAL

\$ 11,500

December 26, 1961

WILEY PRIMARY CAMPAIGN

STATEWIDE BUDGET

(To be apportioned to North & South)

Administration

			LA	No. Calif.	So. Calif.
✓ Campaign Manager	5 mos. @ \$2,500	\$ 12,500	2,500	<u>2</u>	<u>2</u>
✓ Executive Secretary	5 mos. @ 600	3,000	500		
Schedule Secretary	5 mos. @ 600	3,000			
2 Stenographers @ \$350	3 mos. @ 700	2,100	350		
General travel expenses		5,000			
Payroll taxes		<u>1,000</u>			
<b>TOTAL</b>		<b>\$ 26,600</b>		<b>\$ 10,640</b>	<b>\$ 15,960</b>

Public Relations

✓ P.R. Director	5 mos. @ \$1,250	\$ 6,250			
✓ Speakers Bureau Dir.	5 mos. @ 800	4,000			
Executive Secretary	5 mos. @ 400	2,000			
3 Mail Secys. @ \$400	4 mos. @ 1,200	<u>4,800</u>			
<b>TOTAL</b>		<b>\$ 17,050</b>		<b>\$ 6,820</b>	<b>\$ 10,230</b>

Field and Contact

Field Director	4-1/2 mos. @ \$1,250	\$ 5,625			
Contact Director	4-1/2 mos. @ 1,500	6,750			
2 Executive Secretaries @ \$450	4 mos. @ 900	3,600			
Mail and Printing	3 mos. @ 2,000	<u>6,000</u>			
<b>TOTAL</b>		<b>\$ 21,975</b>		<b>\$ 8,790</b>	<b>\$ 13,185</b>

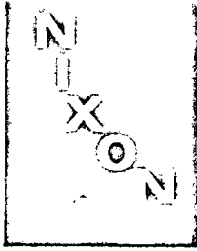
December 26, 1961

NIXON PRIMARY CAMPAIGN

STATEWIDE BUDGET

<u>Candidate</u>			<u>No. Calif.</u>	<u>So. Calif.</u>
			<u>1</u>	<u>2</u>
✓ Press Aide	5 mos. @ \$ 800	\$ 4,000		
Tour Manager	4 mos. @ 1,000	4,000		
Aide	4 mos. @ 500	2,000		
✓ Secretary	5 mos. @ 600	3,000		
✓ Mail Office @ \$325 - 616	3 mos. @ 1,700	5,100		
✓ File Clerk	5 mos. @ 250	1,250		
Mail Office - rent	5 mos. @ 500	2,500		
Mail Office - Supplies & Postage	5 mos. @ 1,500	7,500		
Travel - Candidate plus 3	80 days @ 200	16,000		
Advance Men - 4 @ \$25 per day x 60 days		6,000		
Special Events		<u>10,000</u>		
<b>TOTAL</b>		<b>\$64,750</b>	<b>\$25,900</b>	<b>\$38,850</b>
 <u>Strategy and Labor</u>				
✓ Staff Director	5 mos. @ \$1,500	\$ 7,500		
✓ Research Director	5 mos. @ 750	3,750		
Executive Secretary	5 mos. @ 400	2,000		
Research Staff Assistant	5 mos. @ 750	3,750		
Office Rental		2,500		
Misc. Travel and Expenses		2,500		
Books, Subscrip. & Misc.		1,000		
Polls - 4 @ \$5,000		<u>20,000</u>		
<b>TOTAL</b>		<u>\$43,000</u>	<u>\$17,200</u>	<u>\$25,800</u>
<b><u>GRAND TOTALS</u></b>		<b><u>\$173,375</u></b>	<b><u>\$62,300</u></b>	<b><u>\$104,025</u></b>

*Candidate retains on own payroll*  
*Exec Secy*  
*Mail Director*  
*Execpt Man*  
*2 Research Assts.* } *approx*  
*5,000/mo.*



# NIXON FOR GOVERNOR

3908 Wilshire Blvd., Los Angeles 5, California; DU 5-9161

HERBERT W. KALMBACH  
*Executive Director*

June 12, 1962

Gentlemen:

In order to insure prompt payment of vendors during the general election, we have instituted a new purchase order system. In the future, you should expect to receive a purchase order from all persons ordering goods or services on behalf of the Nixon for Governor Committee. If you are to receive payments promptly, therefore, we strongly urge you not to accept any orders for goods or services unless accompanied by a purchase order.

You will find a facsimile of our form enclosed.

Very truly yours,

NIXON FOR GOVERNOR  
FINANCE COMMITTEE

## Nixon for Governor

To: Herb Kalmbach

Date: 20 June 62

From: Dick Ports

Subject: Budget

Distribution:

Booth and I tried today to come up with something that you might use for this budget meeting tomorrow, but were completely unsuccessful. At this point, we just cannot estimate with any accuracy at all the cost of the schedule and tour operations for the fall campaign. I would expect that after the schedule committee meets next week we will be in a much better position to give an estimate because I am hoping we can do some blocking geographically of the candidate's schedule and that will give us a jumping off point. At this time, we only have 10 dates on the fall schedule and this is just not enough to work with at all. Other broad variables like the number of persons the candidates asks to travel with him, the size of the press corps, the chartering of aircraft and cost of trains, busses etc. make this guestimating completely impossible. I realize this isn't a very satisfactory help for your meeting tomorrow, but please try to explain to Mr. Stans that in 10 days or 2 weeks, we should be able to give him some indication of what it may cost.

Dick  
Dick

# Nixon for Governor

To: All Personnel

Date: June 12, 1962

From: Finance Committee

Subject: General Election Purchasing Procedures

Distribution:

The finance committee has received and reviewed the budgets submitted by all department heads for the month of June, 1962. These budgets, as well as those to be received for the coming months, represent your anticipated requirements for the general election. The job of the finance committee is to raise sufficient funds to meet your requirements and also, through its representatives, to assist you in controlling the expenditures necessary to reach your goals. To accomplish this, the following procedures have been formulated and must be followed:

## I. General

1. When ordering materials or services, keep your budgets in mind; it is your responsibility not to exceed them nor to order items outside their scope. If circumstances require that the finance committee revise the budgets as submitted, you will be notified of the changes by either Bob Haldeman or Herb Kalmbach. Similarly, if any situation should arise which would necessitate revisions on your part, notify Mr. Gilberti immediately before you make any purchases therefor.

## II. Purchases of Materials or Services

1. You will receive pads of pre-numbered purchase orders to be prepared in triplicate. For those goods or services specifically covered in your budget, it will not be necessary to submit a purchase order prior to purchasing or ordering, but you must turn one in as soon thereafter as possible. However, if an item is not specifically noted in your budget, purchase orders must be submitted to Mr. Gilberti and approved prior to ordering. It is absolutely imperative that this procedure be followed; any purchases made without following this procedure will be considered to be the personal obligation of the person contracting for the items or services purchased!

2. Exceptions to the above will be considered only in the case of those people who travel with the candidate and incur obligations either at his specific request, or as an emergency might demand. In such cases, a purchase order must be prepared and mailed to Mr. Gilberti at headquarters.

III. Expense Reports

1. Each of you who are authorized to have expense accounts have submitted estimates of your requirements. Purchase orders will not be required for such expenditures, however, it will be your responsibility to stay within your budget and also to submit an expense report weekly, whether or not you have expenses to report. Expenditures in excess of your estimates cannot be guaranteed as to reimbursement.

IV. Telephone and Telegraph

1. The financial dangers of these services are obvious to all of us if caution is not exercised. Only authorized persons should use them and with as much brevity as the subject allows. Time and charges must always be obtained for long distance telephone calls. A record thereof will be kept by the switchboard operator and reviewed regularly by the finance committee.

Please assist us in making this campaign a financial as well as a political success! To elect Richard M. Nixon Governor is the goal of all of us; we merely have different assignments in arriving at this common goal and without your cooperation we cannot adequately complete our assignment.

March 27, 1962

NIXON PRIMARY CAMPAIGN

BUDGET SUMMARY

February 15 - June 15, 1962

	<u>No. Calif.</u>	<u>So. Calif.</u>	<u>Total</u>	<u>Per cent</u>
Administration	32,665	50,460	83,125	19%
Public Relations	68,870	144,230	213,100	50%
Field and Contact	31,345	30,680	62,025	15%
Candidate	19,200	28,800	48,000	11%
Research	<u>7,920</u>	<u>11,880</u>	<u>19,800</u>	<u>5%</u>
<b>TOTALS</b>	160,000	266,050	426,050	100%
	(38%)	(62%)		



NIXON PRIMARY CAMPAIGN  
SOUTHERN CALIFORNIA BUDGET

Administration

Headquarters Office Mgr.	4 mos. @ 1,000	4,000	
Assistant to Manager	4 mos. @ 400	1,600	
Switchboard Operator	4 mos. @ 350	1,400	
Mimeo and File Clerk	4 mos. @ 350	1,400	
Receptionist-Typist	4 mos. @ 325	1,300	
Shipping & Mailing Clerk	4 mos. @ 275	1,100	
Office Assistant	4 mos. @ 250	1,000	
2 Stenos. @ 350	4 mos. @ 700	2,800	
Hdqtrs. Opr. (attached)			22,000
60% Share of 23,100		<u>13,860</u>	
			50,460

Public Relations

News Bureau Director	4 mos. @ 600	2,400	
Department Secretary	3 mos. @ 350	1,050	
Advertising			90,000
Direct Mail			5,000
Literature			27,000
Materials			12,000
60% Share of \$11,300 Statewide		<u>6,780</u>	
			144,230

NIXON PRIMARY CAMPAIGN  
SOUTHERN CALIFORNIA BUDGET

Field and Contact

Travel & Maintenance      4 mos. @ 500      2,000

Assistance to Dist.  
Headquarters      4 mos. @3,000      12,000

60% Share of 27,800 Statewide      16,680

30,680

Candidate

60% Share of 48,000 Statewide      28,800

Research

60% Share of 19,800      11,880

266,050

NIXON PRIMARY CAMPAIGN  
SOUTHERN CALIFORNIA BUDGET

February 15 - June 15, 1962

Headquarters Operation

	<u>Per Mo.</u>	<u>4 Mos.</u>
Stationery & Supplies	700	2,800
Postage - General	300	1,200
Signs & Decorating	-	400
Mimeo. & Photo	250	1,000
Meetings & Luncheons	1,000	4,000
Petty Cash	100	400
Utilities	150	600
Messenger Service	50	200
Telephone & Telegraph	2,000	8,000
Research Dept. Constr.	-	1,000
Equipment Rental	250	1,000
Packaging & Shipping Materials (L.A. Ct. only)	100	400
Expense Accounts (Staff)	<u>250</u>	<u>1,000</u>
	5,150	22,000

NIXON PRIMARY CAMPAIGN  
STATEWIDE BUDGET  
February 15 - June 15, 1962

<u>Administration</u>			<u>No. Calif.</u> 40%	<u>So. Calif.</u> 60%
Campaign Manager	4 mos. @ 2,500	10,000		
Executive Secretary	4 mos. @ 600	2,400		
Schedule Secretary	4 mos. @ 500	2,000		
2 Stenos. @ 350	3 mos. @ 700	2,100		
Gen. Travel Exp.	4 mos. @1,250	5,000		
Payroll Taxes	4 mos. @ 400	<u>1,600</u>		
TOTAL		23,100	9,240	13,860
 <u>Public Relations</u>				
P. R. Director	4 mos. @1,250	5,000		
Staff Photographer	4 mos. @ 325	1,300		
Speakers Bureau Dir.	4 mos. @ 850	3,400		
Executive Secretary	4 mos. @ 400	<u>1,600</u>		
TOTAL		11,300	4,520	6,780
 <u>Field and Contact</u>				
Field Director	4 mos. @1,200	4,800		
Contact Director	4 mos. @1,250	5,000		
Party Liaison	4 mos. @ 800	3,200		
Special Projects Dir.	4 mos. @1,000	4,000		
Vol. Program Coord.	4 mos. @ 400	1,600		
2 Exec. Secys. @ 400	4 mos. @ 800	3,200		
Mail and Printing	3 mos. @2,000	<u>6,000</u>		
TOTAL		27,800	11,120	16,680

NIXON PRIMARY CAMPAIGN  
STATEWIDE BUDGET  
February 15 - June 15, 1962

Candidate		<u>No. Calif.</u> 40%	<u>So. Calif.</u> 60%
Special Assistant	4 mos. @ 1,500		6,000
Press Aide	4 mos. @ 800		3,200
Tour Manager	4 mos. @ 1,000		4,000
Aide	4 mos. @ 500		2,000
Secretary	4 mos. @ 500		2,000
4 Mail Office	4 mos. @ 1,750		7,000
File Clerk	4 mos. @ 350		1,400
Mail Office - Rent	4 mos. @ 350		1,400
Mail Office Supplies & Postage	4 mos. @ 1,500		6,000
Travel - Candidate plus 3 40 days @ 100	4 mos. @ 1,000		4,000
Advance Men 2 @ 25 per day x 10 days	2 mos. 500		1,000
Special Events	2 mos. @ 5,000		<u>10,000</u>
			48,000
		19,200	28,800
 <u>RESEARCH</u>			
Research Director	4 mos. @ 1,000		4,000
Executive Secretary	4 mos. @ 425		1,700
Research Staff Asst.	4 mos. @ 225		900
Editorial Assistant	4 mos. @ 400		1,600
			con't.

RESEARCH, con't.		<u>No. Calif.</u> 40%	<u>So. Calif.</u> 60%
Typist	4 mos. @ 350		1,400
Dept. Secretary	4 mos. @ 250		1,000
Office Rental	4 mos. @ 300		1,200
Staff and Volunteer Trav. and Exp.	4 mos. @ 500		2,000
Books, Subscrip., and Materials	4 mos. @ 200		800
Polls	1 mo. @ 5,200		<u>5,200</u>
<b>TOTAL</b>			<u>19,800</u> <u>7,920</u> <u>11,880</u>
<b>GRAND TOTALS</b>			<u><u>130,000</u></u> <u><u>52,000</u></u> <u><u>78,000</u></u>

NIXON PRIMARY CAMPAIGN  
NORTHERN CALIFORNIA BUDGET

February 15 - June 15, 1962

Administration

Northern California Operations and Salaries	23,425	
40% Share of 23,100	<u>9,240</u>	
		32,665

Public Relations

Advertising	60,000	
Direct Mail	2,000	
Literature	350	
Materials	2,000	
40% Share of 11,300	<u>4,520</u>	
		68,870

Field and Contact

Trav. & Maint. (Staff & Vol)	3,225	
Assistance to Dist. Hdqtrs.	17,000	
40% Share of 27,800	<u>11,120</u>	
		31,345

Candidate: 40% Share of 48,000 Statewide 19,200

Research: 40% Share of 19,800 Statewide 7,920

**TOTAL** **160,000**

NIXON PRIMARY CAMPAIGN BUDGET  
ESTIMATED CASH FLOW  
February 15 - June 15, 1962

	So. Calif. Total g. (c plus d)	Salary & Operating Expense			Adv. & Promo. d.	L.A. Disbursements	
		So. Calif.	60% State	Total		No. Calif.	Total L.A.
		a.	b.	c. (a plus b)		40% State e.	f. (e plus g)
Pre-Primary	44,675	12,900	20,775	33,675	11,000	13,850	58,525
March 31	24,423	6,905	9,518	16,423	8,000	6,345	30,768
April 15	24,422	6,905	9,517	16,422	8,000	6,345	30,767
April 30	69,423	6,905	9,518	16,423	53,000	6,345	75,768
May 15	54,422	6,905	9,517	16,422	38,000	6,345	60,767
May 31	32,423	6,905	9,518	16,423	16,000	6,345	38,768
Primary Total	205,113	34,525	47,588	82,113	123,000	31,725	236,838
Post Primary	16,262	6,625	9,637	16,262	-	6,425	22,687
<b>TOTAL</b>	<b>266,050</b>	<b>54,050</b>	<b>78,000</b>	<b>132,050</b>	<b>134,000</b>	<b>52,000</b>	<b>318,050</b>



NIXON PRIMARY CAMPAIGN BUDGET

STATEWIDE

February 15 - June 15, 1962

	<u>Pre- Primary</u>	<u>Primary</u>	<u>Post Primary</u>	<u>Total</u>
Salaries	20,925	54,063	10,812	85,800
Operating Expenses	<u>13,700</u>	<u>25,250</u>	<u>5,250</u>	<u>44,200</u>
Total	34,625	79,313	16,062	130,000
No. Calif. (40%)	13,850	31,725	6,425	52,000
So. Calif. (60%)	20,775	47,588	9,637	78,000

NIXON PRIMARY CAMPAIGN BUDGET  
SOUTHERN CALIFORNIA

February 15 - June 15, 1962

<u>Southern California</u>	<u>Pre- Primary</u>	<u>Primary</u>	<u>Post Primary</u>	<u>Total</u>
Salaries	4,250	11,500	2,300	18,050
Opr. Exp.	<u>8,650</u>	<u>23,025</u>	<u>4,325</u>	<u>36,000</u>
Sub-Total	12,900	34,525	6,625	54,050
Adv. & Promo.	<u>11,000</u>	<u>123,000</u>	<u>    </u>	<u>134,000</u>
Total	23,900	157,525	6,625	188,050
60% Share of State	<u>20,775</u>	<u>47,588</u>	<u>9,637</u>	<u>78,000</u>
So. Calif. Total	44,675	205,113	16,262	266,050
No. Calif. Share of State	<u>13,850</u>	<u>31,725</u>	<u>6,425</u>	<u>52,000</u>
Total Disbursement from Los Angeles:	58,525	236,838	22,687	318,050

NIXON PRIMARY CAMPAIGN BUDGET  
SOUTHERN CALIFORNIA

February 15 - June 15, 1962

<u>Salaries</u>	<u>Pre- Primary</u>	<u>Primary</u>	<u>Post Primary</u>	<u>Total</u>
Administration	3,650	9,125	1,825	14,600
Public Relations	600	2,375	475	3,450
60% Statewide	<u>12,555</u>	<u>32,438</u>	<u>6,487</u>	<u>51,480</u>
	16,805	43,938	8,787	69,530
 <u>Operating Expenses</u>				
Administration	5,150	14,275	2,575	22,000
Field & Contact	3,500	8,750	1,750	14,000
60% Statewide	<u>8,220</u>	<u>15,150</u>	<u>3,150</u>	<u>26,520</u>
	16,870	38,175	7,475	62,520
 <u>Advertising &amp; Promotion</u>	 <u>11,000</u>	 <u>123,000</u>	 <u>-</u>	 <u>134,000</u>
 TOTAL	 44,675	 205,113	 16,262	 266,050
 No. Calif. Share	 <u>13,850</u>	 <u>31,725</u>	 <u>6,425</u>	 <u>52,000</u>
 Total Disbursements:	 58,525	 236,838	 22,687	 318,050

HR4

**NIXON PRIMARY CAMPAIGN**

**February 15 to June 15, 1962**

*Revised*  
**PROPOSED BUDGET**

*March 25, 1962*

**February 15, 1962**

February 15, 1962

NIXON PRIMARY CAMPAIGN

BUDGET SUMMARY

	<u>No. Calif.</u>	<u>So. Calif.</u>	<u>Total</u>	<u>Per cent</u>
Administration	\$ <del>24,849</del> 32,665	\$ 50,460	\$ <del>78,300</del> 83,125	<del>18%</del> 19%
Public Relations	<del>189,530</del> 68,870	144,230	<del>494,750</del> 213,100	<del>64%</del> 50%
Field and Contact	<del>81,120</del> 31,345	30,680	<del>51,800</del> 62,025	<del>9%</del> 15%
Candidate	<del>26,000</del> 19,200	<del>29,000</del> 28,800	<del>65,000</del> 48,000	<del>10%</del> 11%
Research	<del>18,840</del> 7,920	<del>28,780</del> 11,880	<del>34,000</del> 19,800	<del>8%</del> 5%
<b>TOTALS</b>	<del>\$ 246,320</del> 160,000	<del>\$ 385,180</del> 266,050	<del>\$ 631,450</del> 426,050	 38% <del>(32%)</del> 62% <del>(61%)</del> (100%)

*Handwritten notes and signatures:*  
 [unclear] [unclear] [unclear]  
 [unclear] [unclear] [unclear]

## Nixon for Governor

HRK

To: Finance Committee

Date: February 15, 1962

From: H. R. Haldeman

Subject: Estimated Cash Needs for Primary Campaign

Distribution:

Cash flow for the balance of the Primary Campaign is estimated as follows:

	<u>Total</u>	<u>Salaries &amp; Opr. Expense</u>	<u>Promotion, Materials, Advertising</u>
Present Cash Deficit (Feb. 15)	\$ 11,500	\$ 11,500	\$ -
February 28	22,000	17,000	5,000
March 15	23,000	17,000	6,000
March 31	25,000	18,000	7,000
April 15	26,000	18,000	8,000
April 30	64,000	20,000	44,000
May 15	103,000	20,000	83,000
May 31	102,000	21,000	81,000
June 15	<u>21,000</u>	<u>21,000</u>	<u>-</u>
Totals	<u><u>\$397,500</u></u>	<u><u>\$163,500</u></u>	<u><u>\$234,000</u></u>

NIXON PRIMARY CAMPAIGN  
SOUTHERN CALIFORNIA BUDGET

Administration

Headquarters Office Mgr.	SS 4 mos. @ \$1,000	\$ 4,000
Assistant to Manager	BT 4 mos. @ 400	1,600
Switchboard Operator	SK 4 mos. @ 350	1,400
Mimeo. and File Clerk	C 4 mos. @ 350	1,400
Receptionist-Typist	MAP 4 mos. @ 325	1,300
Shipping & Mailing Clerk	4 mos. @ 275	1,100
Office Assistant	4 mos. @ 250	1,000
2 Stenos. @ \$350	4 mos. @ 700	2,800
Hdqtrs. Opr. (attached)		22,000
60% Share of \$23,100 Statewide		<u>13,860</u>

\$50,460

Public Relations

News Bureau Director	4 mos. @\$ 600	\$ 2,400
Department Secretary	3 mos. @ 350	1,050
Advertising		<del>120,000</del> 90,000
Direct Mail		<del>75,000</del> 5,000
Literature		27,000
Materials		12,000
60% Share of \$11,300 Statewide		<u>6,780</u>

~~121,000~~  
144,230  
~~224,230~~

	<u>Pre</u>	<u>Mar</u>	<u>Apr</u>	<u>Apr</u>	<u>May</u>	<u>May</u>	<u>Post</u>	<u>total</u>
Ad.				45	30	15		90
DM	1	2	2					5
Lit	6	4	4	6	6	1		27
Mat	4	2	2	2	2	2		12
	<u>11</u>	<u>8</u>	<u>8</u>	<u>53</u>	<u>38</u>	<u>16</u>		154

-100,000

**SOUTHERN CALIFORNIA BUDGET**

Contract

<b>&amp; Maintenance</b> - Volz	4 mos. @ \$ 500	\$ 2,000	
<b>ance to Dist. Hdqtrs.</b>	4 mos. @ 3,000	12,000	
<b>Share of \$27,800 Statewide</b>		<u>16,680</u>	
			<b>\$ 30,680</b>

to  
 46,800  
 Share of ~~\$68,000~~ Statewide 28,800  
~~39,800~~

rch  
 19,800  
 6 Share of ~~\$34,000~~ Statewide 11,880  
~~20,780~~

**TOTAL**

~~266,130~~  
**\$ 285,130**  
266,050

A budget 266,130  
 B budget 119,000

0  
 30

Out county 60  
 LA 206  
266



February 15, 1962

NIXON PRIMARY CAMPAIGN

SOUTHERN CALIFORNIA BUDGET

Headquarters Operation: February 15-June 15, 1962

	<u>Per Mo.</u>	<u>4 Months</u>
Stationery & Supplies	700	2,800
Postage - General	800	1,200
Signs & Decorating	-	400
Mimeo. & Photo	250	1,000
Meetings & Luncheons	1,000	4,000
Petty Cash	100	400
Utilities	150	600
Messenger Service	50	200
Telephone & Telegraph	2,000	8,000
Research Dept. Constr.	-	1,000
Equipment Rental	250	1,000
Packaging & Shipping Materials (L.A. Ct. only)	100	400
Expense Accounts - <i>Staff</i>	<u>250</u>	<u>1,000</u>
Total	<u>\$ 5,150</u>	<u>\$ 22,000</u>

NIXON PRIMARY CAMPAIGN

STATEWIDE BUDGET

February 15, 1962

No. Calif.    So. Calif.  
40%            60%

Administration

Campaign Manager	<i>HA</i> 4 mos. @ \$2,500	\$10,000		
Executive Secretary	<i>TM</i> 4 mos. @ 600	2,400		
Schedule Secretary	<i>TY</i> 4 mos. @ 500	2,000		
2 Stenos. @ \$350	3 mos. @ <u>700</u>	<u>2,100</u>		
Gen. <del>Exp.</del> <i>Personal Travel</i> Exp.	4 mos. @ 1,250	5,000		<i>To be heard from...</i>
Payroll Taxes	4 mos. @ 400	<u>1,600</u>		
<b>TOTAL</b>		<b>\$23,100</b>	<b>\$ 9,240</b>	<b>\$13,860</b>

Public Relations

P.R. Director	<i>F</i> 4 mos. @ \$1,250	\$ 5,000		
Staff Photographer	<i>LM</i> 4 mos. @ 325	1,300		
Speakers Bureau Dir.	4 mos. @ 850	3,400		
Executive Secretary	<i>EM</i> 4 mos. @ 400	<u>1,600</u>		
<b>TOTAL</b>		<b>\$11,300</b>	<b>\$ 4,520</b>	<b>\$ 6,780</b>

Field and Contact

Field Director	<i>JK</i> 4 mos. @ \$1,200	\$ 4,800		
Contact Director	<i>MM</i> 4 mos. @ 1,250	5,000		
Party Liaison	<i>...</i> 4 mos. @ 800	3,200		
Special Projects Dir.	<i>...</i> 4 mos. @ 1,000	4,000		
Vol. Program Coord.	<i>...</i> 4 mos. @ 400	1,600		
2 Exec. Secy. @ \$400	4 mos. @ 800	<u>3,200</u>		
Mail and Printing	3 mos. @ 2,000	<u>6,000</u>		
<b>TOTAL</b>		<b>\$27,800</b>	<b>\$11,120</b>	<b>\$16,680</b>

NIXON PRIMARY CAMPAIGN  
STATEWIDE BUDGET

February 15, 1962

Candidate			No. Calif.	
			40%	So. Calif. 60%
Special Assistant	4 mos. @ \$1,500	\$ 6,000		
Press Aide	4 mos. @ 800	3,200		
Tour Manager	4 mos. @ 1,000	4,000		<i>to include</i>
Aide	4 mos. @ 500	2,000		<i>to include</i>
Secretary	4 mos. @ 500	2,000		
4 Mail Office	4 mos. @ 1,750	7,000		
File Clerk	4 mos. @ <u>350</u>	<u>1,400</u>		
Mail Office - Rent	4 mos. @ 350	1,400		
Mail Office Supplies & Postage	4 mos. @ 1,500	6,000		
Travel - Candidate plus 3 <del>30 days @ \$200</del> <i>2040 @ 100</i>	4 mos. @ <u>1,000</u>	<del>12,000</del> <i>4,000</i>		
Advance Men <i>2 @ \$25 per day</i> <i>x 10 days</i>	2 mos. @ <u>500</u>	<del>5,000</del> <i>1,000</i>		
Special Events	2 mos. @ 5,000	<u>10,000</u>		<i>may</i>
<b>TOTAL</b>		<del>\$65,000</del> <i>48,000</i>	<del>\$28,000</del> <i>19,200</i>	<del>\$38,000</del> <i>28,800</i>

RESEARCH

Research Director	4 mos. @ 1,000	\$ 4,000
Executive Secretary	4 mos. @ 425	1,700
Research Staff Asst.	4 mos. @ 225	900
Editorial Assistant	4 mos. @ 400	1,600

(con't. next page)

*2650*

*10600*

February 15, 1962

RESEARCH, con't.			No. Calif. 40%	So. Calif. 60%
Typist	4 mos. @	350	\$ 1,400	<i>to be hired</i>
Dept. Secretary	<i>IV</i> 4 mos. @	250	1,000	
Office Rental	4 mos. @	300	1,200	
Staff and Volunteer Trav. and Exp.	4 mos. @	500	2,000	
Books, Subscrip., Mtls.	4 mos. @	200	800	
Polls - 4 @ \$5,000	<del>4 mos. @ 5,000</del> <i>1 mo @ 5,200</i>		<del>20,000</del> <i>5,200</i>	
<b>TOTAL</b>			<del>\$34,000</del> <i>19,800</i>	<del>\$13,848</del> <i>7,920</i>
<b>GRAND TOTALS</b>			<del>130,000</del> <u><u>\$161,800</u></u>	<del>52,000</del> <u><u>\$84,720</u></u>
			<del>\$20,760</del> <i>11,880</i>	<del>78,000</del> <u><u>\$97,080</u></u>

*Cut to 130,000*

*A Budget*

*31,800*

*B*

*Handwritten notes and calculations on the left side of the page, including the word "Budget" and various numbers.*

*Handwritten calculations on the right side of the page, showing a subtraction: 31,800 minus 13,000 equals 18,800.*

February 15, 1962

NIXON PRIMARY CAMPAIGN  
NORTHERN CALIFORNIA BUDGET

Administration

Northern Calif. Manager 4 mos. @ \$1,000 ~~\$4,000~~

Executive Assistant 4 mos. @ 800 ~~3,200~~

Hdqrs. Clerical  
2 @ \$450 and \$350 4 mos. @ 800 ~~3,200~~

~~Hdqrs. Operations (att)~~ ~~6,000~~

*No. Calif. Office Operations + Salaries*  
40% share of \$23,100 Statewide 9,240

TOTAL

32,665  
~~\$ 24,840~~

Public Relations

~~Local Media~~  
Advertising ~~\$80,000~~ 60,000

Direct Mail ~~50,000~~ 2,000

Literature ~~20,000~~ ~~2,000~~ 350

Materials ~~2,000~~ 2,000

40% share of \$11,300 Statewide 4,520

TOTAL

870  
~~68,520~~  
\$160,520

607 350  
4520  
68870  
32665  
101535

February 15, 1962

NIXON PRIMARY CAMPAIGN  
NORTHERN CALIFORNIA BUDGET

Field and Contact

Travel and Maintenance  
Staff and Volunteers

~~4 mos. @ \$500~~

3,225  
~~\$2,000~~

Assistance to Dist. Hdqtrs.

~~20 @ \$500~~

~~4 mos. @ \$1,000~~

17,000  
~~2,000~~

40% share of \$27,800 Statewide

11,120

TOTAL

31,345  
~~\$21,120~~

Candidate

40% share of <sup>48,000</sup>~~\$65,000~~ Statewide

19,200  
~~26,000~~

Research

40% share of <sup>19,800</sup>~~\$34,000~~ Statewide

7,920  
~~12,840~~

TOTAL

16,000  
~~\$246,320~~

February 15, 1962

NIXON PRIMARY CAMPAIGN  
NORTHERN CALIFORNIA BUDGET

Headquarters Operation

Stationery and Supplies	\$200	\$ 800
Postage - general	150	600
Mimeo. and Photo.	50	200
Meetings and Luncheons	200	800
Petty Cash	50	200
Telephone & Telegraph	500	2,000
Rent	350	<u>1,400</u>
TOTAL		\$6,000

March 27, 1962

**NIXON PRIMARY CAMPAIGN**

**BUDGET SUMMARY**

February 15 - June 15, 1962

	<u>No. Coll.</u>	<u>Sp. Coll.</u>	<u>Total</u>	<u>Per cent</u>
Administration	32,665	50,460	83,125	19%
Public Relations	68,870	144,230	213,100	50%
Field and Contact	31,345	30,680	62,025	15%
Candidate	19,200	28,800	48,000	11%
Research	<u>7,920</u>	<u>11,800</u>	<u>19,720</u>	<u>5%</u>
<b>TOTALS</b>	<b>160,000</b>	<b>266,950</b>	<b>426,950</b>	<b>100%</b>
	<b>(38%)</b>	<b>(62%)</b>		



**NIXON PRIMARY CAMPAIGN  
SOUTHERN CALIFORNIA BUDGET**

**Administration**

Headquarters Office Mgr.	4 mos. @ 1,000	4,000
Assistant to Manager	4 mos. @ 400	1,600
Switchboard Operator	4 mos. @ 350	1,400
Mimeo and File Clerk	4 mos. @ 350	1,400
Receptionist-Typist	4 mos. @ 325	1,300
Shipping & Mailing Clerk	4 mos. @ 275	1,100
Office Assistant	4 mos. @ 250	1,000
3 Steno. @ 350	4 mos. @ 700	2,800
Mgrs. Opr. (attached)		22,000
60% Share of 23,100		<u>13,860</u>

50,460

**Public Relations**

News Bureau Director	4 mos. @ 600	2,400
Department Secretary	3 mos. @ 350	1,050
Advertising		90,000
Direct Mail		5,000
Literature		27,000
Materials		12,000
60% Share of \$11,300 Statewide		<u>6,780</u>

144,230

**NIXON PRIMARY CAMPAIGN  
SOUTHERN CALIFORNIA BUDGET**

**Field and Contact**

<b>Travel &amp; Maintenance</b>	<b>4 mos. @ 500</b>	<b>2,000</b>	
<b>Assistance to Dist. Headquarters</b>	<b>4 mos. @ 3,000</b>	<b>12,000</b>	
<b>60% Share of 27,800 Statewide</b>		<b><u>16,680</u></b>	
			<b>30,680</b>

**Candidate**

<b>60% Share of 48,000 Statewide</b>			<b>28,800</b>
--------------------------------------	--	--	---------------

**Research**

<b>60% Share of 19,800</b>			<b><u>11,880</u></b>
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**366,050**

**NIXON PRIMARY CAMPAIGN  
SOUTHERN CALIFORNIA BUDGET**

**February 15 - June 15, 1968**

**Headquarters Operation**

	<u><b>Per Mo.</b></u>	<u><b>4 Mos.</b></u>
<b>Stationery &amp; Supplies</b>	700	2,800
<b>Postage - General</b>	300	1,200
<b>Signs &amp; Decorating</b>	-	400
<b>Mimeo. &amp; Photo</b>	250	1,000
<b>Meetings &amp; Luncheons</b>	1,000	4,000
<b>Petty Cash</b>	100	400
<b>Utilities</b>	150	600
<b>Messenger Service</b>	50	200
<b>Telephone &amp; Telegraph</b>	2,000	8,000
<b>Research Dept. Constr.</b>	-	1,000
<b>Equipment Rental</b>	250	1,000
<b>Packaging &amp; Shipping Materials (L. A. Ct. only)</b>	100	400
<b>Expense Accounts (Staff)</b>	<u>250</u>	<u>1,000</u>
	<b>5,150</b>	<b>22,000</b>

**NIXON PRIMARY CAMPAIGN  
STATEWIDE BUDGET  
February 15 - June 15, 1962**

			<u>No. CalM.</u>	<u>So. CalM.</u>
			60%	60%
<u>Administration</u>				
Campaign Manager	4 mos. @ 2,500	10,000		
Executive Secretary	4 mos. @ 600	2,400		
Schedule Secretary	4 mos. @ 500	2,000		
2 Steno. @ 350	3 mos. @ 700	2,100		
Gen. Travel Exp.	4 mos. @ 1,250	5,000		
Payroll Taxes	4 mos. @ 400	<u>1,600</u>		
<b>TOTAL</b>		<b>23,100</b>	<b>9,240</b>	<b>11,860</b>
<u>Public Relations</u>				
P. R. Director	4 mos. @ 1,250	5,000		
Staff Photographer	4 mos. @ 325	1,300		
Speakers Bureau Dir.	4 mos. @ 350	1,400		
Executive Secretary	4 mos. @ 400	<u>1,600</u>		
<b>TOTAL</b>		<b>11,300</b>	<b>4,520</b>	<b>6,780</b>
<u>Field and Contact</u>				
Field Director	4 mos. @ 1,200	4,800		
Contact Director	4 mos. @ 1,250	5,000		
Party Liaison	4 mos. @ 800	3,200		
Special Projects Dir.	4 mos. @ 1,000	4,000		
Vol. Program Coord.	4 mos. @ 400	1,600		
3 Exec. Secys. @ 400	4 mos. @ 800	3,200		
Mail and Printing	3 mos. @ 2,000	<u>6,000</u>		
<b>TOTAL</b>		<b>27,800</b>	<b>11,120</b>	<b>16,680</b>

**NIXON PRIMARY CAMPAIGN  
STATEWIDE BUDGET  
February 15 - June 15, 1962**

<u>Candidate</u>			<u>No. Call.</u> 40%	<u>Sp. Call.</u> 60%
Special Assistant	4 mos. @ 1,500	6,000		
Press Aide	4 mos. @ 800	3,200		
Tour Manager	4 mos. @ 1,000	4,000		
Aide	4 mos. @ 500	2,000		
Secretary	4 mos. @ 500	2,000		
4 Mail Office	4 mos. @ 1,750	7,000		
File Clerk	4 mos. @ 350	1,400		
Mail Office - Rent	4 mos. @ 350	1,400		
Mail Office Supplies & Postage	4 mos. @ 1,500	6,000		
Travel - Candidate plus 3 40 days @ 100	4 mos. @ 1,000	4,000		
Advance Men 2 @ 25 per day x 10 days	2 mos. 500	1,000		
Special Events	2 mos. @ 5,000	<u>10,000</u>		
		48,000	19,200	28,800
<b><u>RESEARCH</u></b>				
Research Director	4 mos. @ 1,000	4,000		
Executive Secretary	4 mos. @ 425	1,700		
Research Staff Asst.	4 mos. @ 225	900		
Editorial Assistant	4 mos. @ 400	1,600		
		con't.		

<b>RESEARCH, con't.</b>			<u>No. Coll.</u> 40%	<u>Sp. Coll.</u> 60%
<b>Typist</b>	4 mos. @	350	1,400	
<b>Dept. Secretary</b>	4 mos. @	250	1,000	
<b>Office Rental</b>	4 mos. @	300	1,200	
<b>Staff and Volunteer Trav. and Exp.</b>	4 mos. @	500	2,000	
<b>Books, Subscrip., and Materials</b>	4 mos. @	200	800	
<b>Folio</b>	1 mo. @	5,200	<u>5,200</u>	
<b>TOTAL</b>			<u>19,800</u>	<u>11,000</u>
<b>GRAND TOTALS</b>			<u>130,000</u>	<u>78,000</u>

**NIXON PRIMARY CAMPAIGN**  
**NORTHERN CALIFORNIA BUDGET**  
**February 15 - June 15, 1962**

**Administration**

<b>Northern California</b>		
<b>Operations and Salaries</b>	<b>23,425</b>	
<b>40% Share of 23,100</b>	<b><u>9,240</u></b>	
		<b>32,665</b>

**Public Relations**

<b>Advertising</b>	<b>60,000</b>	
<b>Direct Mail</b>	<b>2,000</b>	
<b>Literature</b>	<b>350</b>	
<b>Materials</b>	<b>2,000</b>	
<b>40% Share of 11,300</b>	<b><u>4,520</u></b>	
		<b>68,870</b>

**Field and Contact**

<b>Trav. &amp; Maint. (Staff &amp; Vol.)</b>	<b>3,225</b>	
<b>Assistance to Dist. Hdqrs.</b>	<b>17,000</b>	
<b>40% Share of 27,800</b>	<b><u>11,120</u></b>	
		<b>31,345</b>

**Candidate: 40% Share of 48,000 Statewide** **19,200**

**Research: 40% Share of 19,800 Statewide** **7,920**

**TOTAL** **160,000**

Southern California

Administration:

Hdqtrs. Ofc. Mgr.	Sammy Sammelman	1,000	
Asst. to Mgr.	Booth Turner	400	
Mimeo. & File Clerk	Clarence Brown	300	
Recept. - Typist	Martha Ann Porte	325	
Shipping & Mail Clerk	R. Eastman	275	
Office Assistant	Bebbi Clem	275	(raised from 250 4/15)
Steno.	Joan Reed	375	eff. 4/2
Steno.	Eva May	350	eff. 3/26

Public Relations

News Bur. Dir.	David Henley	600	
Dept. Secy.	Geraldine Wilkins	400	eff. 4/9



Statewide

Administration

Campaign Manager	H. R. Haldeman	2,500	
Executive Secretary	Dorothy Wright	600	
Schedule Secretary	Joanne Rollins	500	
Steno.	Barbara Collier	400	eff. 3/20
Steno.	_____	350	

Public Relations

P. R. Director	C. Farrington, Jr.	1,250	
Staff Photographer	Lou Mack	325	
Speakers Bur. Dir.	-----	850	
Executive Secretary	Eve Melchior	400	

Field & Contact

Field Director	John Kalmbach	1,200	
Contact Director	Dan Waters	1,125	eff. 4/10
Party Liaison	Yvonne Smith	800	
Spec. Projects Dir.	Carol Arth	1,000	
Vol. Program Coord.	Doris Thielen	400	
Exec. Secy.	Barbara Garver	400	
Exec. Secy.	Phyllis Abramson	400	eff. 4/3
Exec. Secy.	Judith Jester	400	eff. 4/9

Candidate

Special Assistant	Al Moscow	1,500	
Press Aide	Sandy Quinn	800	
Tour Manager	--	1,000	
Aide	--	500	
Secretary	M. Acker	650	off. 4/1

**4 Mail Office (Budget)**

MM, Larson, Poole, Proffit

Actual: MM 616.66

Poole 350.00

Proffit 375.00

Larson 400.00

Also: Botdorf @ 2.75 per hr. P.T.

Bramer @ 2.00 per hr. P.T.

Brennan @ 2.50 per hr. P.T.

Research**Research Director**

Exec. Secy.	Sophie Telfer	500 (raised from 425 4/1)
Research Staff Asst.	H. Griffin	225
Editorial Assistant	M. Younger	500
Typist	B. Sniely	350
Dept. Secy.	J. Van Vuren	250

NIXON PRIMARY CAMPAIGN BUDGET

NORTHERN CALIFORNIA

February 15 - June 15 - 1962

Northern California Office	27,000
San Francisco Headquarters	<u>17,000</u>
Total Salary & Operating Expense	44,000
40% Share Statewide	<u>52,000</u>
	96,000
Advertising & Promotion	<u>64,000</u>
TOTAL	160,000

Advertising	60,000
Mail	2,000
Materials	<u>2,000</u>
	64,000

February 15, 1962

NIXON PRIMARY CAMPAIGN  
NORTHERN CALIFORNIA BUDGET

Administration

Northern Calif. Manager	4 mos. @ \$1,000	\$ 4,000	
Executive Assistant	4 mos. @ 600	2,400	
Hdqrs. Clerical 2 @ \$450 and \$350	4 mos. @ 800	3,200	
Hdqrs. Operations (att)		6,000	
40% share of \$23,100 Statewide		<u>9,240</u>	
<b>TOTAL</b>			<b>\$ 24,840</b>

Public Relations

Advertising		\$80,000	
Direct Mail		50,000	
Literature		20,000	
Materials		6,000	
40% share of \$11,300 Statewide		<u>4,520</u>	
<b>TOTAL</b>			<b>\$160,520</b>

February 15, 1962

NIXON PRIMARY CAMPAIGN  
NORTHERN CALIFORNIA BUDGET

Field and Contact

Travel and Maintenance Staff and Volunteers	4 mos. @ \$ 500	\$ 2,000
Assistance to Dist. Hdqtrs. 20 @ \$200	4 mos. @ 2,000	8,000
40% share of \$27,800 Statewide		<u>11,120</u>

TOTAL \$ 21,120

Candidate

40% share of \$65,000 Statewide 26,000

Research

40% share of \$34,600 Statewide 13,840

TOTAL \$246,320

February 15, 1962

NIXON PRIMARY CAMPAIGN  
NORTHERN CALIFORNIA BUDGET

Headquarters Operation

Stationery and Supplies	\$200	\$ 800
Postage - general	150	600
Mimeo. and Photo.	50	200
Meetings and Luncheons	200	800
Petty Cash	50	300
Telephone & Telegraph	500	2,000
Rent	350	<u>1,400</u>
TOTAL		\$8,000

February 15, 1962

**NIXON PRIMARY CAMPAIGN**  
**SOUTHERN CALIFORNIA BUDGET**

**Administration**

Headquarters Office Mgr.	4 mos. @ \$1,000	\$ 4,000
Assistant to Manager	4 mos. @ 400	1,600
Switchboard Operator	4 mos. @ 350	1,400
Mimeo. and File Clerk	4 mos. @ 350	1,400
Receptionist-Typist	4 mos. @ 325	1,300
Shipping & Mailing Clerk	4 mos. @ 275	1,100
Office Assistant	4 mos. @ 250	1,000
2 Stenos. @ \$350	4 mos. @ 700	2,800
Hdqtrs. Opr. (attached)		22,000
60% Share of \$23,100 Statewide		<u>13,860</u>

\$50,460

**Public Relations**

News Bureau Director	4 mos. @ \$ 600	\$ 2,400
Department Secretary	3 mos. @ 350	1,050
Advertising		120,000
Direct Mail		75,000
Literature		27,000
Materials		12,000
60% Share of \$11,300 Statewide		<u>6,780</u>

\$244,230

February 15, 1963

NIXON PRIMARY CAMPAIGN

SOUTHERN CALIFORNIA BUDGET

Field and Contact

Travel & Maintenance	4 mos. @ \$ 500	\$ 2,000
Assistance to Dist. Hdqtrs.	4 mos. @ 3,000	12,000
60% Share of \$27,800 Statewide		<u>16,680</u>

\$ 30,680

Candidate

60% Share of \$65,000 Statewide

39,000

Research

60% Share of \$34,600 Statewide

20,760

TOTAL

\$ 385,130

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February 15, 1962

NIXON PRIMARY CAMPAIGN

SOUTHERN CALIFORNIA BUDGET

Headquarters Operation: February 15-June 15, 1962

	<u>Per Mo.</u>	<u>4 Months</u>
Stationery & Supplies	700	2,800
Postage - General	300	1,200
Signs & Decorating	-	400
Mimeo. & Photo	250	1,000
Meetings & Luncheons	1,000	4,000
Petty Cash	100	400
Utilities	150	600
Messenger Service	50	200
Telephone & Telegraph	2,000	8,000
Research Dept. Constr.	-	1,000
Equipment Rental	250	1,000
Packaging & Shipping Materials (L.A. Ct. only)	100	400
Expense Accounts	<u>250</u>	<u>1,000</u>
Total	<u>\$ 5,150</u>	<u>\$ 22,000</u>

**NIXON PRIMARY CAMPAIGN**  
**STATEWIDE BUDGET**

February 15, 1962

No. Calif.    So. Calif.  
40%            60%

**Administration**

Campaign Manager	4 mos. @ \$2,500	\$10,000
Executive Secretary	4 mos. @ 800	2,400
Schedule Secretary	4 mos. @ 500	2,000
2 Stenos. @ \$350	3 mos. @ 700	2,100
Gen. Trav. Exp.	4 mos. @ 1,250	5,000
Payroll Taxes	4 mos. @ 400	<u>1,600</u>

**TOTAL**

**\$23,100    \$ 9,240    \$13,860**

**Public Relations**

P.R. Director	4 mos. @ \$1,250	\$ 5,000
Staff Photographer	4 mos. @ 325	1,300
Speakers Bureau Dir.	4 mos. @ 850	3,400
Executive Secretary	4 mos. @ 400	<u>1,600</u>

**TOTAL**

**\$11,300    \$ 4,520    \$ 6,780**

**Field and Contact**

Field Director	4 mos. @ \$1,200	\$ 4,800
Contact Director	4 mos. @ 1,250	5,000
Party Liaison	4 mos. @ 800	3,200
Special Projects Dir.	4 mos. @ 1,000	4,000
Vol. Program Coord.	4 mos. @ 400	1,600
2 Exec. Secy. @ \$400	4 mos. @ 800	3,200
Mall and Printing	3 mos. @ 2,000	<u>6,000</u>

**TOTAL**

**\$27,800    \$11,120    \$16,680**

**NIXON PRIMARY CAMPAIGN  
STATEWIDE BUDGET**

February 15, 1962

<u>Candidate</u>		<u>No. Calif.</u> 40%	<u>So. Calif.</u> 60%
Special Assistant	4 mos. @ \$1,500		\$ 6,000
Press Aide	4 mos. @ 800		3,200
Tour Manager	4 mos. @ 1,000		4,000
Aide	4 mos. @ 500		2,000
Secretary	4 mos. @ 500		2,000
4 Mail Office	4 mos. @ 1,750		7,000
File Clerk	4 mos. @ 350		1,400
Mail Office - Rent	4 mos. @ 350		1,400
Mail Office Supplies & Postage	4 mos. @ 1,500		6,000
Travel - Candidate plus 3 80 days @ \$200	4 mos. @ 4,000		16,000
Advance Men 4 @ \$25 per day x 60 days	2 mos. @ 3,000		6,000
Special Events	2 mos. @ 5,000		<u>10,000</u>
<b>TOTAL</b>			<b>\$65,000    \$28,000    \$39,000</b>

RESEARCH

Research Director	4 mos. @ 1,000	\$ 4,000
Executive Secretary	4 mos. @ 425	1,700
Research Staff Asst.	4 mos. @ 225	900
Editorial Assistant	4 mos. @ 400	1,600

(cont. next page)

February 15, 1962

RESEARCH, con't.

No. Calif.    So. Calif.  
40%                    60%

Typist	4 mos. @	350	\$ 1,400
Dept. Secretary	4 mos. @	250	1,000
Office Rental	4 mos. @	300	1,200
Staff and Volunteer Trav. and Exp.	4 mos. @	500	2,000
Books, Subscrip., Mtls.	4 mos. @	200	800
Polls - 4 @ \$5,000	4 mos. @	5,000	<u>20,000</u>

TOTAL

\$34,600    \$12,840    \$20,760

GRAND TOTALS

\$161,800    \$84,720    \$97,080

## Nixon for Governor

To: Finance Committee

Date: February 15, 1962

From: H. R. Haldeman

Subject: Estimated Cash Needs for Primary Campaign

Distribution:

Cash flow for the balance of the Primary Campaign is estimated as follows:

	<u>Total</u>	<u>Salaries &amp; Opr. Expense</u>	<u>Promotion, Materials, Advertising</u>
Present Cash Deficit (Feb. 15)	\$ 11,500	\$ 11,500	\$ -
February 28	22,000	17,000	5,000
March 15	23,000	17,000	6,000
March 31	25,000	18,000	7,000
April 15	26,000	18,000	8,000
April 30	64,000	20,000	44,000
May 15	103,000	20,000	83,000
May 31	102,000	21,000	81,000
June 15	<u>21,000</u>	<u>21,000</u>	<u>-</u>
Totals	<u>\$397,500</u>	<u>\$163,500</u>	<u>\$234,000</u>

January 31, 1962

MEMO TO: Arthur J. Dolan, Vice Chairman, Nixon Finance Committee  
FROM: Ruth N. Watson, Nixon Campaign Coordinator

We have reviewed the \$5000 per month budget as prepared by Mr. Milton Esberg and want to point out that the figures used were for a non-campaign activity month. We are therefore presenting herewith the following increased amounts for these items which we feel are more realistic:

<u>Esberg figures</u>	<u>Adjusted figures</u>
\$ 600.00	\$ 639.00 - Salary-J.Dewey - 6.5% added for employer's obligation to Social Security, unemployment taxes
450.00	479.25 - Salary-H.Gale - same as above
500.00	1250.00 - Travel expenses for Mr. Nixon, staff and volunteers for Nixon tours
110.00	300.00 - Rent
350.00	750.00 - Telephone
150.00	250.00 - Postage
200.00	250.00 - Supplies and stationery
90.00	150.00 - Miscellaneous expenses
50.00	100.00 - Petty cash
<u>\$2,500.00</u>	<u>\$4,168.25</u>

Increase of \$1668.25 x 4½ months (Feb. 1st to June 15th)	\$7507.13
Typewriter rental - 10 months	156.00
	<u>\$7663.13</u>

Mr. Nixon will be in Northern California on two extended trips during the month of February and it is our understanding that all travel and lodging costs are a Northern California responsibility. Each county will pick up as much of the expense as possible but we must furnish transportation (car and/or plane) from area to area. Also all Nixon tours must be checked out in advance by staff.

We do understand that approvals given so far do not include these increased amounts; however, we hope that you will appreciate that we have set them out as being realistic of actual needs which exist currently and that you will be able to expedite clearance.

cc: P. L. Davies  
M. H. Esberg  
C. W. Weinberger  
R. H. Haldeman ✓

A. D. Orrick  
J. Martin, Jr.  
A. H. Giffin  
R. N. Watson

Budget  
10/30/61

December 29, 1961

Mr. Milton Esberg, Jr.  
Consultants, Inc.  
127 Montgomery Street  
San Francisco, California

Dear Milt:

Attached are three copies of the proposed budget for the primary; first, the actual Northern California budget, and then, as indicated in each departmental section, a pro rata share of the Statewide budget. Details on the Statewide budget are included.

Trust that this supplies you with the information you need at this point. If you have any questions, please give me a call.

Best regards, and Happy New Year.

Sincerely,

H. R. Haldeman

enclosures

-8 DW  
work copy

**NIXON PRIMARY CAMPAIGN**

**JANUARY - MAY 1962**

**PROPOSED BUDGET**

**DECEMBER 26, 1961**



December 26, 1961

NIXON PRIMARY CAMPAIGN

BUDGET SUMMARY

	<u>Mo. Calif.</u>	<u>So. Calif.</u>	<u>Total</u>	<u>Per cent</u>
Administration	\$ 33,140	\$ 63,060	\$ 95,200	14%
Public Relations	169,020	251,830	420,850	60%
Field and Contact	28,490	42,085	70,575	10%
Candidate	25,900	38,850	64,750	9%
Strategy and Issues	<u>17,200</u>	<u>25,800</u>	<u>43,000</u>	7%
TOTALS	\$ 272,750	421,625	694,375	
	(39%)	(61%)		

December 26, 1961

NIXON PRIMARY CAMPAIGN

SOUTHERN CALIFORNIA BUDGET

Administration

✓ Headquarters Office Manager	5 mos. @ \$1,000	\$5,000	
✓ Assistant to Manager	5 mos. @ 400	2,000	
✓ Switchboard Operator	4 mos. @ 400	1,600	
✓ Mimeograph & File Clerk	4 mos. @ 350	1,400	
✓ Receptionist-Typist	5 mos. @ 350	1,750	
✓ Shipping & Mailing Clerk	4 mos. @ 350	1,400	
✓ Office Assistant	5 mos. @ 250	1,250	
✓ 2 Stenographers @ 350	5 mos. @ 700	3,500	
✓ Hdqtrs. Operations (att.)		29,200	5840
60% Share of \$26,600 Statewide (att.)		<u>15,960</u>	\$ 63,060

Public Relations

New Bureau Director	5 mos. @ \$1,000	\$5,000	
Exec. Secretary/Asst.	1 mos. @ 400	1,200	
Department Secretary	4 mos. @ 350	1,400	
Advertising		120,000	
Direct Mail		75,000	
Literature		30,000	
Materials		9,000	
60% Share of \$17,050 Statewide (att.)		<u>10,230</u>	\$251,830

December 26, 1961

ELIOT PRIMARY CAMPAIGN

SOUTHERN CALIFORNIA BUDGET

Field and Contact

Field Men - 3 @ 800	1-5 mos. @ 800	\$ 4,000
	2-4 mos. @ 800	6,400
Travel & Maint.		
3 @ \$25 per day x 20		6,500
Assistance to Dist. Mngrs.		
30 @ 200	2 mos. @ 6,000	12,000
60% Share of \$21,975 Statewide (att.)		<u>13,185</u>

TOTAL

\$42,085

Candidates

60% Share of \$64,750 Statewide (att.)	38,850
--	--------

Strategy and Issues

60% Share of \$43,000 Statewide (att.)	<u>25,800</u>
--	---------------

TOTAL

\$ 421,625

December 26, 1961

HOUSE PRIMARY CAMPAIGN  
SOUTHERN CALIFORNIA DISTRICT

Headquarters Operation

Stationery and Supplies	\$ 3,500
Postage - general	2,750
Signs and Decoration	500
Minimograph and Photograph	1,400
Payroll Taxes	800
Insurance	500
Meetings and Luncheons	3,000
Petty Cash	750
Utilities and Janitor	1,500
Messenger Service	300
Telephone & Telegraph	6,000
Edgtr. Construction (in lieu of 12 months rent)	<u>6,000</u>

TOTAL

\$ 29,200

December 26, 1961

HUGH F. EDWARDS CAMPAIGN

NORTHERN CALIFORNIA BUDGET

Administration

Northern Calif. Manager	3-1/2 mos. @ \$1,000	\$ 3,500
Executive Assistant	3 mos. @ 700	3,500
Supvs. Clerical 2 @ \$400 and \$350	4 mos. @ 750	3,000
Supvs. Operations (att.)		11,500
40% share of \$26,600 statewide (att.)		<u>10,640</u>
TOTAL		\$ 32,140

Public Relations

News Bureau Director	5 mos. @ \$1,000	5,000
Executive Secy./ Asst.	3 mos. @ 400	1,200
Advertising		80,000
Direct Mail		30,000
Literature		20,000
Materials		6,000
40% share of \$17,050 statewide (att.)		<u>6,820</u>
TOTAL		\$ 169,020

December 26, 1961

1962 PRIMARY CAMPAIGN

MINIMUM CALIFORNIA CHECK

Field and Contact

Field Men - 2 @ \$800	1-5 mos. @ \$800	
	1-4 mos. @ 800	\$ 7,200
Travel & Maint.		
2 @ \$225 per day x 20		4,500
Assistance to Dist. Hdqrs.		
20 @ \$200	2 mos. @ 4,000	8,000
40% share of \$21,975 statewide (att.)		<u>8,770</u>
TOTAL		\$ 28,490

Candidates

40% share of \$64,750 statewide (att.)	23,900
--	--------

Strategy and Issues

40% share of \$43,000 statewide (att.)	<u>17,200</u>
--	---------------

TOTAL	\$ 272,750
-------	------------

December 26, 1961

NIXON PRIMARY CAMPAIGN

NORTHERN CALIFORNIA BRANCH

Headquarters Operation

Stationery and Supplies	\$ 1,000
Postage - general	1,000
Minograph and Photograph	500
Insurance	250
Meetings and Luncheons	2,500
Petty Cash	500
Utilities and Janitor	500
Messenger	250
Telephone and Telegraph	4,000
Rent	<u>1,000</u>

{ 2 @ 125  
3 @ 250

TOTAL

\$ 11,500

December 26, 1961

**HIGH PRIMARY CAMPAIGN**

**STATEWIDE BUDGET**

(To be apportioned to North & South)

6090

**Administration**

			<u>No. Calif.</u>	<u>So. Calif.</u>
✓ Campaign Manager	5 mos. @ \$2,500	\$ 12,500		12,500.
✓ Executive Secretary	5 mos. @ 600	3,000		1,800.
✓ Schedule Secretary	5 mos. @ 600	3,000		1,800.
✓ 2 Stenographers @ \$350	3 mos. @ 700	2,100		1,800.
✓ General travel expense		5,000	600	3,000.
✓ Payroll taxes		<u>1,000</u>	1200	600.
<b>TOTAL</b>		<b>\$ 26,600</b>	<b>\$ 10,640</b>	<b>\$ 15,960</b>

**Public Relations**

F.R. Director	5 mos. @ \$1,250	\$ 6,250	3500.	3750.
Speakers Bureau Dir.	5 mos. @ 800	4,000	1600	2400.
Executive Secretary	5 mos. @ 400	2,000	800	1200.
3 Mail Secys. @ \$400	4 mos. @ 1,200	<u>4,800</u>	1900	2880.
<b>TOTAL</b>		<b>\$ 17,050</b>	<b>\$ 6,820</b>	<b>\$ 10,230</b>

**Field and Contact**

Field Director	4-1/2 mos. @ \$1,250	\$ 5,625	2250	3375.
Contact Director	4-1/2 mos. @ 1,500	6,750	2700	4050.
2 Executive Secretaries @ \$450	4 mos. @ 900	3,600		2160.
Mail and Printing	3 mos. @ 2,000	<u>6,000</u>	2400	3600.
<b>TOTAL</b>		<b>\$ 21,975</b>	<b>\$ 8,790</b>	<b>\$ 13,185</b>



December 26, 1961

**HERN PRIMARY CAMPAIGN**

**STATEWIDE BUDGET**

<b>Candidates</b>			<b>No. Calif.</b>	<b>No. Calif.</b>
			<u>1</u>	<u>2</u>
Press Aide	3 mos. @ \$ 800	\$ 4,000	1600.	2400.
Tour Manager	4 mos. @ 1,000	4,000	1600.	2400.
Aide	4 mos. @ 500	2,000	800.	1200.
Secretary	3 mos. @ 600	1,800	1800.	1800.
4 Mail Offices @ \$325 - 616	3 mos. @ 1,700	6,300	3400.	5100.
File Clerk	3 mos. @ 250	1,250	500.	750.
Mail Office - rent	3 mos. @ 500	2,500	1000.	1500.
Mail Office - Supplies & Postage	3 mos. @ 1,500	7,500	3000.	4500.
Travel - Candidate plus 3 80 days @ 200		16,000	27600.	4600.
Advance Men - 4 @ \$25 per day x 60 days		6,000	31000.	3600.
Special Events		<u>10,000</u>	51400.	6000.
<b>TOTAL</b>		<b>\$64,750</b>	<b>\$25,900</b>	<b>\$36,850</b>
<b><u>Strategy and Issues</u></b>				
Staff Director	3 mos. @ \$1,500	\$ 7,500	3000.	2700.
Research Director	3 mos. @ 750	3,750	1500.	2250.
Executive Secretary	3 mos. @ 400	2,000	800.	1200.
Research Staff Assistant	3 mos. @ 750	3,750	1500.	2250.
Office Rental		2,500	1000.	1500.
Misc. Travel and Expenses		2,500	1000.	1500.
Books, Subscrip. & Misc.		1,000	400.	600.
Polls - 4 @ \$5,000		<u>20,000</u>	8000.	17,000.
<b>TOTAL</b>		<b>\$43,000</b>	<b>\$17,200</b>	<b>\$25,800</b>
<b><u>GRAND TOTALS</u></b>		<b><u>\$127,750</u></b>	<b><u>\$69,350</u></b>	<b><u>\$104,025</u></b>

To: Mr. Edward R. Valentine

Dear Ed:

Attached will be self-explanatory. It merely confirms the December 28th luncheon. Just checked your office and was told you would not be in today or tomorrow; hence, we are mailing out from here.

The only conflict was Charlie Ducommun who has a company Sales Seminar scheduled. Frank Donnell will be flying in from Denver on the 28th and hopes to arrive back in time. All others are O. K.

H. R. Haldeman

MEMORANDUM

December 20, 1961

To:        ✓ Earl Adams  
              Franklin Donnell  
              ✓ Kai Jorgensen  
              ✓ Henry Kearns  
              ✓ Henry Mudd  
              ✓ Robert White

From:       ✓ Edward R. Valentine

This is just to confirm the luncheon Thursday, December 28th, 12:00 Noon, Private Dining Room No. 6, 3rd floor, California Club.

Bob Haldeman and I would like to discuss in detail the proposed Nixon Campaign Budget and have the benefit of your suggestions at the outset. We would like to complete the initial review with this one meeting, which will be on an informal advisory group basis, so it would be helpful if you could plan to spend some time with us following luncheon.

Many thanks, and I look forward to seeing you at noon, December 28th.

Edward R. Valentine

Subj. - Budget ✓  
x Valentine  
x Chron.

BUDGET REQUIREMENTS

1961

Current Expenses - due (per att.) \$6,296.42

Dec. 15 - Estimate

Payroll 4,000.00  
Expenses  
Equipment & Supplies 1,000.00

5,000.00

Dec. 31 - Estimate

Payroll 5,000.00  
Expenses (equip, supplies) 1,000.00  
Reimbursements 1,000.00

7,000.00

Total thru Dec. 31

18,296.42

Past due and pending

Due Bill Stover 5,000.00  
Poll 3,344.82

8,344.82

Total 26,641.24

## BUDGET REQUIREMENTS

1961

### Current Expenses

Dec. 4 - Office Supplies Mailing services	\$2,139.87
Dec. 4 - Nixon Mail Office Rent & Equipment & past due mailing service	1,545.58
Dec. 5 - Nixon Headquarters Equipment & Expenses	1,768.00
Dec. 4 - Reimbursements due	707.62
Dec. 4 - HRH Reimbursements	<u>135.95</u>
	\$6,296.42

May 10, 1962

To: Messrs. Folger and Hall

From: Bob Haldeman

The attached memorandum summarizes Joe Shell's television purchases for the primary campaign.

You will note his expenditure totals over \$86,000 for spots, and he will have one-hour coverage of his Rally on the 23rd.

Bob Finch thought you would be interested in these figures, and the fact that because of severe budget limitations, it appears we will have to forego any television spot advertising, although we had originally budgeted \$75,000 for this purpose statewide.

Best regards.

File: Shell  
X Finance - Budget  
X Date

May 10, 1962

To: Pete Flanigan

From: Bob Haldeman

The attached memorandum summarizes Joe Shell's television purchases for the primary campaign.

You will note his expenditure totals over \$86,000 for spots, and he will have one-hour coverage of his Rally on the 23rd.

Bob Finch thought you would be interested in these figures, and the fact that because of severe budget limitations, it appears we will have to forego any television spot advertising, although we had originally budgeted \$75,000 for this purpose state-wide.

Best regards.

File: Shell  
x Finance - Budget  
x Date

May 10, 1962

Joe Shell - TV Spot and Program Buys

SUMMARY

LOS ANGELES	\$ 60,000.00
SAN FRANCISCO	22,489.00
SAN DIEGO	870.00
SACRAMENTO	1,080.00
FRESNO	1,010.00
SALINAS-SAN LUIS OBISPO	200.00
EUREKA	160.00
BAKERSFIELD	250.00
SANTA BARBARA	240.00

TOTAL ..... \$ 86,299.00



Nixon for Governor

~~CONFIDENTIAL~~

To: A. Dolan, M. Esberg, A.D. Orrick,  
H.R. Haldeman, H. Kalmbach, A. Giffin

From: Bill Spencer

Subject:

Distribution:

Date: April 4, 1962

I attach a budget statement indicating total expenditures to March 31st and proposed April expenditures. Also included is a comparison of actual March expenditures and budgeted March expenditures.

We hope that April expenditures will be reduced below the enclosed amounts because of certain control steps which we have taken. In addition, the figure for regional conferences (\$1350) will be reduced by some \$500 because of our decision to serve all meals on a no host basis.

We will continue to operate on the basis outlined in my letter to Art Dolan yesterday.

William M. Spencer

JMD

	<u>MARCH</u> <u>EXPEND-</u> <u>ITURES</u>	<u>MARCH</u> <u>BUDGET</u>	<u>EXPENDITURES</u> <u>OVER OR (UNDER)</u>	<u>TOTAL SPENT</u> <u>TO MARCH 31</u>	<u>PROPOSED</u> <u>APRIL BUDGET</u>	
<u>ADMINISTRATIVE</u>						
A1	Salaries	\$2764	\$2556	\$208	\$4992	\$2764
A2	Stationery & Supplies	221	250	(29)	680	200
A3	Postage & Mailing	167	250	(83)	275	200
A4	Volunteers expense	57	50	7	612	50
A5	Telephone & Telegraph	1629	750	879	3250	1900
A6	Rent	360	350	10	690	350
A7	Mimeo & Reproduction	148	30	118	148	65
A8	Petty Cash	72	100	(28)	72	50
A9	Miscellaneous	100	100	-	860	100
<u>PUBLIC RELATIONS</u>						
P1	Literature					
P2	Press Releases	626		626	1058	600
P3	Salaries					
<u>FIELD &amp; CONTACT</u>						
F1	Salaries					
F2	Field Expenses	890	600	290	1130	750
F3	Regional Conferences					1350
	<b>TOTAL</b>	<b>\$7034</b>	<b>\$5036</b>	<b>\$1998</b>	<b>\$13,767</b>	<b>\$8379</b>
	Proposed April				8,379	
	Proposed May				8,000	
	Proposed to June 15				4,000	
	<b>NEW PROPOSED TOTAL</b>				<b>\$34,146</b>	

REVISED NORTHERN CALIFORNIA PRIMARY BUDGET  
MARCH 1, 1962

Account Designation		Total to February 28		Proposed	Proposed	Total to
		PAID	ACCRUED	MARCH	APRIL 1 to JUNE 15	JUNE 15
<u>ADMINISTRATIVE</u>						
A1	Salaries	\$2,228	\$	\$2,556	\$ 6,850	\$11,634
A2	Stationery & Supplies	359	100	250	625	1,334
A3	Postage & Mailing	108		250	1,025	1,383
A4	Volunteers' Expenses	555		50	200	805
A5	Telephones & Telegraph	386	1,000	750	2,500	4,636
A6	Rent	330		350	875	1,555
A7	Misc & Photographic Exp.			30	165	195
A8	Petty Cash			100	250	350
A9	Miscellaneous	95	1,000	100	338	1,533
TOTAL		\$4,061	\$2,100	\$4,436	\$12,828	\$23,425
<u>PUBLIC RELATIONS</u>						
P1	Literature & Materials	\$	\$	\$	\$ 250	\$ 250
P2	Press Releases		100			100
P3	Salaries					
TOTAL		\$	\$ 100	\$	\$ 250	\$ 350
<u>FIELD &amp; CONTACT</u>						
F1	Salaries	\$	\$	\$	\$	\$
F2	Field Expenses		750	600	1,875	3,225
TOTAL		\$	\$ 750	\$	\$ 1,875	\$ 3,225
GRAND TOTALS		\$4,061	\$2,950	\$5,026	\$14,953	\$27,000

ARTHUR J. DOLAN

March 13, 1962

BILL SPENCER

NORTHERN CALIFORNIA BUDGET

H. R. Haldeman; Herb Kalmbach; Milton H. Esberg; A. H. Giffin

Attached is a revised Northern California Budget covering the period through June 15. As per our conference, the total budget has been reduced from \$30,000 to \$27,000 by elimination of the following items:

Contingencies	- \$2,000
Salaries, Public Relations and Field	- 1,000

In the revised budget public relations mailing costs have been placed in administrative mailing costs. In addition, accounts have been given a coded designation.

William M. Spencer

WMS/jm  
Encl.

MEMORANDUM ON BUDGET

*Goldman*  
*about 17,000*

The attached budget for the Primary Campaign in San Francisco County is based upon the following assumptions:

1. Nothing will be donated. We assume we will have rent to pay for a headquarters, furniture, typewriters, etc., and will have to purchase all supplies. (We have already been informed that each county will buy the Nixon campaign materials such as bumper strips and buttons from the state-wide campaign committee).
2. For morale and support reasons a good showing in the primary is essential. A mailing to Republican heads-of-family is imperative. Based on past experience and budget limitations, we prefer doing this mailing by using volunteer workers. Volunteers will be widely and effectively used in our various Divisions if there is adequate full-time headquarters support. The Nixon headquarters must keep Republicans pledged to Nixon well informed and integrated into the campaign. This will necessitate relatively large expenditures for paper, postage, and secretarial assistance.
3. The real objective is victory in the general election. We must prepare ourselves during the primary. Efficient, loyal personnel for public relations counsel, supervisors for various special projects, endorsements, speaking engagements, etc. as headquarters aide to the volunteer divisions are essential. A good core of paid workers is needed. That is why the budget is relatively high for paid personnel.
4. As in the past, additional financial needs will arise as the result of special campaign projects requested by the state-wide directors of the Nixon campaign. These programs conceivably will be emergency ones, and therefore costly. Although this is not a padded budget, we do believe we can meet such emergencies under the present budget items, except, of course, for mass media costs.

## ORGANIZATIONAL STRUCTURE

### COMMITTEES

**Administrative**

**Advisory**

**Executive**

**Finance**

**Strategy**

### DIVISIONS

**Endorsements**

**Headquarters**

**Precinct**

**Public Relations**

**Speakers**

**Special Events**

**Telephone**

**WIN**

**SAN FRANCISCO NIXON CAMPAIGN**

**PRIMARY BUDGET**

	<u>Feb 15 - Mar 15</u>	<u>Mar 15 - Apr 15</u>	<u>Apr 15 - May 15</u>	<u>May 15 - June 15</u>	<u>Total</u>
<b><u>HEADQUARTERS</u></b>					
Rent, inc. light, water, heat	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 3,200.00
Cleaning before moving in	40.00				40.00
Janitorial service	25.00	25.00	25.00	25.00	100.00
Extra keys	3.50				3.50
Alhambra Drinking Water					
Equipment installation	4.00				4.00
Bi-weekly water supply	2.81	2.81	2.81	2.81	11.24
Major HQ sign	200.00				200.00
Insurance (public liability)	200.00				200.00
Miscellaneous extras	50.00	50.00	50.00	50.00	200.00
Messenger service					
Coffee for volunteers					
Petty cash fund					
	<u>\$1,325.31</u>	<u>\$ 877.81</u>	<u>\$ 877.81</u>	<u>\$ 877.81</u>	<u>\$ 3,958.74</u>
<b><u>FURNITURE &amp; EQUIPMENT</u></b>					
5-drawer file cabinet	\$ 7.50	\$ 7.50	\$ 7.50	\$ 7.50	\$ 30.00
2-drawer card file	5.00	5.00	5.00	5.00	20.00
4 desks with chairs	55.00	55.00	55.00	55.00	220.00
Cartage on furniture	8.00				8.00
72" tables @ \$10 each rent	10.00	10.00	20.00	30.00	70.00
12 folding chairs	15.00	15.00	30.00	30.00	90.00
wastebaskets	4.00	4.00	4.00	4.00	16.00
typewriters	25.00	32.50	40.00	40.00	137.50
reverse telephone directory			12.00	12.00	24.00
Telephones					
Installation	150.00				150.00
1 direct line to Nichols	12.80	12.80	12.80	12.80	51.20
4 phones with 4 lines	150.00	150.00	150.00	150.00	600.00
mimeograph machine	35.00	35.00	35.00	35.00	140.00
	<u>\$ 477.30</u>	<u>\$ 326.80</u>	<u>\$ 371.30</u>	<u>\$ 381.30</u>	<u>\$ 1,556.70</u>
	<u>\$1,802.61</u>	<u>\$1,204.61</u>	<u>\$1,249.11</u>	<u>\$1,259.11</u>	<u>\$ 5,515.44</u>
<b><u>POSTAGE</u></b>					
200 letters per wk @ 4¢	\$ 32.00	\$ 32.00	\$ 32.00	\$ 32.00	\$ 128.00
mailing permit	30.00				30.00
Republican Mailout					
130,000 @ 2-1/2¢				3,250.00	3,250.00
	<u>\$ 62.00</u>	<u>\$ 32.00</u>	<u>\$ 32.00</u>	<u>\$3,282.00</u>	<u>\$ 3,408.00</u>
	<u>\$1,864.61</u>	<u>\$1,236.61</u>	<u>\$1,281.11</u>	<u>\$4,541.11</u>	<u>\$ 8,923.44</u>

	<u>Feb 15 - Mar 15</u>	<u>Mar 15 - Apr 15</u>	<u>Apr 15 - May 15</u>	<u>May 15 - June 15</u>	<u>Total</u>
Funning total brought forward	\$1,834.61	\$1,236.61	\$1,281.11	\$4,541.11	\$ 8,923.44
<b><u>OFFICE SUPPLIES</u></b>					
mimeograph paper	\$ 7.50		\$ 14.76	\$ 7.50	\$ 29.76
letterhead stationery (20,000)	200.00				200.00
envelopes (150,000)	1,460.00				1,460.00
mimeograph ink	32.30		32.30		64.60
newspaper subscriptions	9.00	9.00	9.00	9.00	36.00
general office necessities paper, pens, ink, pencil sharpener, stencils, erasers, file folders, 4 x 6 cards, bulletin bd precinct lists	150.00 187.72	150.00	150.00	150.00	600.00 377.72
	<u>\$2,046.52</u>	<u>\$ 159.00</u>	<u>\$ 206.06</u>	<u>\$ 356.50</u>	<u>\$ 2,768.08</u>
	<u>\$3,881.13</u>	<u>\$1,395.61</u>	<u>\$1,487.17</u>	<u>\$4,897.61</u>	<u>\$11,691.52</u>
<b><u>NIXON CAMPAIGN MATERIALS</u></b>					
pledge cards	\$ 150.00	\$ 150.00			\$ 300.00
bumper strips 10,000 @ 10¢ each	1,000.00				1,000.00
buttons 25,000 @ \$11 M	275.00	275.00			550.00
half cards - 1000		475.00			475.00
pamphlets Rep. mailout 130,000 gen. dist. 12,000	200.00		1,800.00		1,800.00 200.00
	<u>\$1,625.00</u>	<u>\$ 900.00</u>	<u>\$1,800.00</u>		<u>\$ 4,325.00</u>
	<u>\$5,506.13</u>	<u>\$2,295.61</u>	<u>\$3,287.17</u>	<u>\$4,897.61</u>	<u>\$16,016.52</u>
<b><u>PERSONNEL</u></b>					
Nichols, Chrm - Free Pike, Mgr. - Free 1 full-time secretary with campaign and headquarters experience who can assume supervisory responsibilities in addition to clerical	\$ 400.00	\$ 425.00	\$ 450.00	\$ 450.00	\$ 1,725.00
1 part-time public relations to handle press releases on local SF campaign	200.00	200.00	300.00	300.00	1,000.00
2 full-time coordinators of phone operation, jewelry and button sales, training precinct workers, plus secretarial work	300.00	300.00	600.00	600.00	1,800.00
	<u>\$ 900.00</u>	<u>\$ 925.00</u>	<u>\$1,350.00</u>	<u>\$1,350.00</u>	<u>\$ 4,525.00</u>
	<u>\$6,406.13</u>	<u>\$3,220.61</u>	<u>\$4,637.17</u>	<u>\$6,247.61</u>	<u>\$20,541.52</u>



	<u>Feb 15 - Mar 15</u>	<u>Mar 15 - Apr 15</u>	<u>Apr 15 - May 15</u>	<u>May 15 - June 15</u>	<u>Total</u>
Running total brought forward	<u>\$6,406.13</u>	<u>\$3,220.61</u>	<u>\$4,637.17</u>	<u>\$6,247.61</u>	<u>\$20,541.52</u>
<b><u>Miscellaneous Expenses</u></b>					
Nixon visits to SF (hotel room, auto rents)	\$ 130.00	\$ 130.00	\$ 130.00	\$ 260.00	\$ 650.00
Election night party for volunteers and workers				50.00	50.00
Emergencies parades, special events	50.00	50.00	150.00	150.00	400.00
	<u>\$ 180.00</u>	<u>\$ 180.00</u>	<u>\$ 280.00</u>	<u>\$ 460.00</u>	<u>\$ 1,100.00</u>
	<u><u>\$6,586.13</u></u>	<u><u>\$3,400.61</u></u>	<u><u>\$4,917.17</u></u>	<u><u>\$6,707.61</u></u>	<u><u>\$21,641.52</u></u>



February 19, 1962

NIXON PRIMARY CAMPAIGN  
SOUTHERN CALIFORNIA BUDGET

Headquarters Operation: February 15 - June 15, 1962

<u>ITEM</u>	<u>PER MO.</u>	<u>4 MONTHS</u>
Stationery & Supplies	\$ 700.00	\$ 2,800.00
Postage - General	300.00	1,200.00
Signs & Decorating	----	400.00 <del>500.00</del>
Mimeo & Photo	250.00 <del>280.00</del>	1,000.00 <del>1,120.00</del>
<del>Insurance</del>	----	<del>1600.00</del>
Meetings & Luncheons	1,000.00	4,000.00
Petty Cash	100.00	400.00
Utilities	150.00	600.00
Messenger Service	50.00	200.00
Telephone & Telegraph	2,000.00	8,000.00
Research Dept. Construction	----	1,000.00
Equipment Rental	250.00	1,000.00
* Packaging & Shipping materials [L.A. County only]	100.00	400.00
Expense Accounts (?)	250.00	1,000.00
	<u>\$ 5,180.00</u>	<u>\$ 22,380.00</u> 600.00

\*This item worries me somewhat, because in the presidential for 11 Southern Counties, it sometimes ran several hundred dollars a WEEK! Of course, we distributed materials quite lavishly. I've asked Allied to dig up some old invoices so perhaps we should hold off on this?

*file*

PROPOSAL  
FOR  
PROFESSIONAL MANAGEMENT  
OF THE  
NIXON FOR GOVERNOR CAMPAIGN  
IN  
NORTHERN CALIFORNIA

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## PREFACE

Consultants, Inc., is employed by and continues to enjoy prominent participation in the activities of the United San Francisco Republican Finance Committee and the Republican County Central Committee of San Francisco. Therefore, this proposal is presented for favorable consideration on condition that those responsible for the affairs of the interested organizations and for the successful conduct of the NIXON FOR GOVERNOR Campaign will believe that the various Party connections will be of benefit not embarrassment.

PROPOSAL  
FOR  
PROFESSIONAL MANAGEMENT  
OF THE  
NIXON FOR GOVERNOR CAMPAIGN  
IN  
NORTHERN CALIFORNIA

The election of a Republican Governor of California in 1962 is of vital importance to the future of the Republican Party in this State. It is essential that Republicans nominate a man who not only is highly qualified to serve the people of California as Governor but is of sufficient stature to win a vast majority of votes for himself and for all other Republican candidates in the 1962 general election.

The management and staff of Consultants, Inc., are sincerely convinced that Richard M. Nixon is the only candidate who possesses those qualifications. On the basis of this firm conviction, this organization would like to participate in the campaign to elect Mr. Nixon Governor of California.

QUALIFICATIONS:

Consultants, Inc., is a public relations firm engaged in the general practice of public relations in behalf of individuals and institutions in the fields of commerce, finance and industry, education and the arts, politics and government, health, charity and public service. Consultants, Inc., is located in San Francisco, and is in its 17th year of operations. There are eight permanent staff members.

For the past ten years, Consultants, Inc., has been closely associated with the Republican Party in Northern California. The firm represents the United San Francisco Republican Finance Committee and the Republican County Central Committee of San Francisco. Activities have been carried out on behalf of the Republican State Central Committee, the Republican Legislative Campaign Committee, and the firm has been associated with the campaigns of Senator Thomas Kuchel, former State Treasurer Ronald Button, and Assemblyman John Buserud. ) mgmt?

Consultants, Inc., believes it is competent to undertake professional management of the Nixon for Governor campaign in Northern California for the following reasons:

1. The close working relationship enjoyed with all facets of the Republican Party in Northern California and the resulting access to financial leaders and other opinion molders throughout Northern California.
2. The long history of good relationships with Republican volunteer groups and the ability to work effectively with volunteers.
3. The general public relations competence exhibited in the service of diverse clients.



4. The personal interest of both the management of the firm and its staff members in electing Richard M. Nixon Governor of California.

## ORGANIZATION

We urge that the foundation for the campaign be undertaken without delay. Though the campaign itself may develop slowly until closer to the Primary Election next June, it is important that key personnel be located and certain grass roots activities be started as soon as possible.

It is assumed that the NIXON FOR GOVERNOR Campaign will be headed by a statewide volunteer committee and that professional management will be employed in both Northern and Southern California. If consideration is given to dividing responsibility North, South and for the Valleys, we recommend that the third organization be added only if financial support from the Valleys justifies.

Cooperation among area professional managements must be closely maintained. Preparation of advertising copy, most printed matter, etc., should be a joint responsibility. The professional organizations would be responsible for placement of advertising in their respective areas, as well as for press relations, itineraries, distribution of printed materials, etc.

PROFESSIONAL STAFF -  
NORTHERN CALIFORNIA

The management of Consultants, Inc., would be responsible for the development and general supervision of the Northern California NIXON FOR GOVERNOR Campaign. The staff of Consultants, Inc., would assist in its implementation.

An experienced professional campaign manager, enthusiastic about Nixon, must be located and, we believe, hired at an early date. It may be that the person or persons considered most desirable are currently in corporate employ.

The professional campaign staff, including the campaign manager would be hired for the campaign committee by Consultants, Inc. All bills, including their salaries would be paid directly from campaign funds disbursed by a certified public accountant Treasurer whose firm would be employed to do all bookkeeping in connection with the campaign.

## BUDGET

Consultants, Inc., has prepared an outline of suggested campaign activities based on a Northern California budget of \$180,000 for the period through the Primary election. Amounts allocated to the various suggested activities and staff would be subject to revision in accordance with the agreed upon statewide program and the funds to be raised.

If there is more than one Republican gubernatorial candidate, all funds for the account of the Northern California NIXON FOR GOVERNOR Primary Campaign must be from donations made directly to the Campaign and not from funds of the United San Francisco Republican Finance Committee or similar organizations.

In 1960 the Nixon for President campaign in Northern California cost close to \$120,000 prior to July 27, 1960. In contrasting that figure with our suggestion for 1962, it must be remembered that Mr. Nixon made only two trips into Northern California prior to the nominating convention. He had no organized opposition and there was no billboard, TV or radio advertising.

In the coming campaign Mr. Nixon will have to travel extensively throughout Northern California, he does have organized opposition (reportedly well financed) and it will be necessary to use TV, radio, billboard and newspaper advertising.

NIXON FOR GOVERNOR  
 PROPOSED PRIMARY ELECTION CAMPAIGN BUDGET  
 NORTHERN CALIFORNIA

Research		\$ 8,000.00	<i>13,840</i>
Advertising		40,000.00	<i>156,000</i>
Television	\$ 24,000		
Radio	1,000		
Newspapers	6,000		
Billboards	4,000		
Direct Mail	5,000		
Travel		25,000.00	
Candidate travel	18,000		<i>26,000</i>
Organizational travel	7,000		
Campaign Materials		20,000.00	<i>lit. 26,000</i>
Headquarters Operations		15,000.00	<i>6,000</i>
Mimeograph and Photography		4,000.00	
Special Events		6,000.00	
Salaries		36,200.00	<i>27,150</i>
Contingencies		4,800.00	
Fee to Consultants, Inc.		<u>21,000.00</u>	
Total.....			\$ 180,000.00

We would recommend one statewide 15-minute appearance of the candidate on television on election-eve.

Radio

Budgeted at . . . \$1,000.00

This budget will allow only limited coverage on radio in the Primary campaign. We would plan to produce a series of radio spots parallel to those planned for television and to reach additional audiences.

Newspapers

Budgeted at . . . \$6,000.00

We recognize the value of newspaper advertising to a political campaign but the budget we think will be available will not allow extensive use of this media. We would propose good one-shot use of the weeklies, language and labor papers.

Billboards

Budgeted at . . . \$4,000.00

Although we would like to propose a larger allocation for billboard advertising, we do not feel that the funds available would be best spent in this manner. We intend to seek the donation of billboards from large corporations and we also expect to secure certain key locations for painted boards during the Spring campaign.

Salaries

Budgeted at . . . \$36,200.00

Consultants, Inc., suggests the following staff for the management and implementation of the NIXON FOR GOVERNOR Campaign in Northern California through the Primary election on June 5, 1962:

\* Campaign Manager:

<p><math>3\frac{1}{2} \times 1000 = 3500</math>  <math>5 \times 450 = 2250</math>  <u>5750</u></p>	<p>1. Campaign Manager (7 mos. @ \$2,000) \$ 14,000.00                  2. Secretary (7 mos. @ \$400) <u>2,800.00</u></p>	<p>\$ 16,800.00</p>
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Headquarters Operations Staff:

<p>2 clerical 4 mos  <u>3,000</u></p>	<p>1. Manager (3½ mos. @ \$600) \$ 2,100.00                  2. Asst. Manager and literature man (3 mos. @ \$450) 1,350.00                  3. Secretary (3 mos. @ \$375) <u>1,125.00</u></p>	<p>4,575.00</p>
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Campaign Staff:

<p><math>5 \times 1000 = 5,000</math>  <math>3 \times 400 = 1,200</math>  <u>6,200</u></p>	<p>1. Press Relations Manager (5 Mos. @ \$700) \$ 3,500.00                  2. Itinerary Manager (5 mos. @ \$400) 2,000.00                  3. Secretary-Assistant to above (5 mos. @ \$375) <u>1,875.00</u></p>	<p>7,375.00</p>
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Field Campaign Staff:

<p>2 Field hrs @ 800  <math>1 \times 5</math>  <math>1 \times 4</math>  <u>7,200</u>  <u>27,150</u></p>	<p>1. Manager of outside county organization (7 mos. @ \$750) \$ 5,250.00                  2. Field man (4 mos. @ \$550) (May get on loan from corp.) <u>2,200.00</u></p>	<p>7,450.00</p>
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Total Salaries . . . . . \$ 36,200.00

Miscellaneous contingencies \$ 4,800.00

\* Fee to Consultants, Inc. \$ 21,000.00

This fee is based on a charge of \$3,000 per month, for the seven months between November 15, 1961 and June 15, 1962, for creating, directing and implementing the Northern California NIXON FOR GOVERNOR Campaign.

6,600  
 3,550  
 2,150

\* The estimated salary of the Campaign Manager is based upon information gathered in talks with persons possibly qualified for selection. The amount would not exceed \$2,000 per month. However, probably there will not be a savings, because anyone of lesser capabilities would require additional assistance by the executive staff of Consultants, Inc., so that the combined cost would probably be about the same.

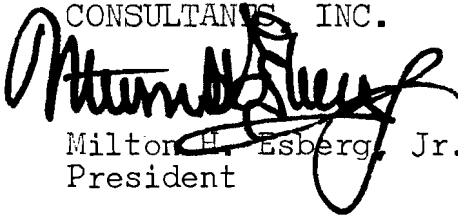


Consultants, Inc., bases this proposal on the three most vital aspects of an adequately financed campaign:

1. The introduction of the candidate personally to every possible Republican voter in Northern California.
2. The organization and effective use of strong volunteer NIXON FOR GOVERNOR groups.
3. A limited but highly efficient advertising campaign based on scientific research.

The above proposal is predicated on over sixteen years of experience in professional public relations and a close working relationship with Republican politics, and is subject to approval on the conditions set forth in the Preface (page A).

We would be delighted to have the opportunity to discuss this proposal with representatives of the NIXON FOR GOVERNOR Campaign at their convenience.

CONSULTANTS, INC.  
  
Milton H. Esberg, Jr.  
President