

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>
58	12	10/23/1962	Letter	To "Fellow Californian", from Andrew Downey Orrick and Harold C. McClellan. Re: Senior Pensions. 1 pg.
58	12	10/17/1962	Newspaper	"Nixon Denies Reports He'd Slash Welfare Aid", Los Angeles Times. 1 pg.
58	12	n.d.	Memo	To Southern California Nixon Campaign County Chairmen, from H.C. "Chad" McClellan. Re: Undecided and Democrat Voter Mailings. 1 pg. 2 copies.
58	12	09/26/1962	Memo	To Los Angeles County Nixon Community Chairmen, from H.C. "Chad" McClellan. Re: Victory Squad. 1 pg. 3 copies.
58	12	n.d.	Memo	To Southern California Nixon Campaign Field Representatives, from Herbert W. Kalmbach. Re: Responsibilities of Nixon Campaign Field Representatives. 5 pgs. 2 copies.
58	12	n.d.	Memo	To Los Angeles County Community Chairman, from H.C. "Chad" McClellan. Re: Policy and Programs for fall campaign. 3 pgs. 2 copies.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
58	12	08/28/1962	Memo	To Southern California Nixon Campaign Leadership, from H.C. "Chad" McClellan. Re: Southern California Campaign Leadership Seminar. 2 pgs. 2 copies.
58	12	09/24/1962	Memo	To County/Division/Community Nixon Campaign Chairmen, from H.C. "Chad" McClellan. Re: Campaign Activities. 5 pgs. 3 copies.
58	12	06/08/1962	Letter	Standard letter to be sent to Democrats and Independent chairman for Nixon. 1 pg. 6 copies.
58	12	10/24/1962	Memo	To Los Angeles County Nixon Community, Telephone, and Headquarters Chairmen. Re: Telephoning on Election Day. 3 pgs.
58	12	11/08/1962	Memo	To Rose, from Sammy. Re: Mailings. 1 pg.
58	12	11/05/1962	Memo	To Southern California County/Division/Community Chairman, from H.C. "Chad" McClellan. Re: Last day of election, final appreciation. 1 pg. 3 copies.
58	12	11/01/1962	Letter	To Fellow Pharmacist, from Pharmacists' Committee. Re: Voting. 1 pg.

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58	12	11/01/1962	Letter	To Fellow Employee, from Win With Nixon. Re: Supporting Nixon for Governor. 1 pg.
58	12	n.d.	Other Document	Various reminders involving the campaign.
58	12	10/23/1962	Letter	To Fellow Trojans, from Francis D. Tappaan. Re: Trojan Alumni for Dick Nixon. 1 pg.
58	12	n.d.	Letter	To Doctor, from Win With Nixon. Re: Veterinarians for Nixon. 1 pg.
58	12	11/05/1962	Letter	To Fellow Campaigner, from Bob Haldeman. Re: Nixon's California campaign. 2 pgs. 2 copies.
58	12	10/11/1962	Letter	To Community Chairman, from Win With Nixon. Re: Operation Telephone. 1 pg.
58	12	10/12/1962	Letter	From Win With Nixon, Re: Operation Telephone. 1 pg.

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58	12	n.d.	Memo	To Operation Telephone Chairman, from Ruth Watson and Jim Halley. Re: Operation Telephone Instructions for calls to Republicans, November 1-5. 1 pg.
58	12	10/12/1962	Letter	From Win With Nixon, Re: Operation Telephone. 1 pg.
58	12	n.d.	Memo	Re: Operation Telephone suggestions. 1 pg.
58	12	10/17/1962	Letter	To All County Chairmen and Headquarters Chairmen. From Win With Nixon. Re: Campaign Bandwagon. 1 pg.
58	12	10/17/1962	Letter	To All County Chairmen and Headquarters Chairmen, from Win With Nixon. 1 pg.
58	12	n.d.	Letter	To County Nixonette Chairmen, from June Ransom Stephens, Northern California Nixonette Chairmen. 2 pg.
58	12	10/19/1962	Letter	To Supervisors and Location Chairmen, from Win With Nixon. Re: Operation Telephone. 1 pg.

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58	12	n.d.	Memo	To Southern California County/Division/Community Chairmen, from Herbert W. Kalmbach. Re: Promotional Materials. 1 pg.
58	12	n.d.	Memo	To Rose, from Sammy. Re: Mailing. 1 pg.
58	12	n.d.	Letter	To All County and Community Nixon Headquarters, from D.G. Kanode. Re: Billing for Comprehensive Insurance Coverage. 1 pg.
58	12	08/21/1962	Letter	To Donald McLarnan, from Harold C. McClellan. Re: Campaign responsibilities. 5 pgs.



# NIXON FOR GOVERNOR

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

June 8, 1962

XXXXX  
XXXXX  
XXXXX  
XXXXX

Dear :

Congratulations on the fine job you and your -----County Nixon Campaign Committee have done in contributing to our victory on June 5th. I'm sure that your success in turning over the Republican vote last Tuesday was an indication of the tremendous result that will be accomplished during the coming campaign and on November 6th.

In Los Angeles County alone, more than 125,000 Democrats have cast their votes for Dick Nixon on an altogether spontaneous write-in basis. This fact, coupled with the large protest vote cast for the other candidates on the Democrat ballot, indicates the very extensive support we can expect from Independents and Democrats in November.

Emphasis should now be given to welding all Republicans into this campaign. And of immediate importance in the coming months will be the Republican registration program which will end on September 13th. Also, we must continue to make every effort to encourage Independents and Democrats to participate in this crusade.

Best personal regards to you and your committee membership. And again -- congratulations!

Cordially,

H. C. McClellan

P.S. Please relay this message of thanks and appreciation to your community chairmen.

OPERATION TELEPHONE MEMO # 1

Ruth Watson & Jim Halley  
Campaign Division  
NIXON FOR GOVERNOR  
525 Market Street - Room 601  
San Francisco 5, California

The following suggestions should form the basis of your program:

1. Organize early! Complete coverage can only be insured by adequate advance planning. You will be supplied information on the number of calls to be made and suggested locations.
2. This is a Phone Bank operation. You should plan on making a call to all Republicans. No calling will be permitted from homes. Calls should be made under direction of a trained supervisor from locations where phones are situated.
3. Appoint a Locations Chairman. This person should check telephone rates and locations so that toll calls can be avoided. Your County may plan to have all or part of the calling done from banks of telephones in Nixon or other Headquarters. If you have adequate funds, this may be the best way to get the job done.

Your Locations Chairman should check local businesses such as insurance firms, stock brokerage houses, real estate offices, law offices, etc., for multiple lines that might be available to you free on evenings and on Saturday.

4. Recruitment of workers should commence immediately. These workers are asked to work a three hour shift, on specific days with specified hours. You should recruit from all Republican organizations, the County Central Committee, the Nixon Committee and other candidate workers.
5. Appointment of supervisors should proceed immediately. Each location should have a supervisor on duty at all times. The supervisor can usually work from six to eight hours, and must be completely trained in advance to handle all problems, as well as to see that every telephone is manned continuously.
6. The Phone Blitz will be in operation for only 4 days, Thursday, Friday, Saturday and Monday, November 1st, 2nd, 3rd and 5th. The text of the message will give recognition to all Republican candidates. You will receive a suggested text in the near future.
7. Please report on organization and program from time to time on forms supplied to you.



## NIXON FOR GOVERNOR

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

November 1, 1962

Dear Fellow Employee:

A group of us are supporting Nixon for Governor. Our aim is to try and provide information on the candidate and the issues to all employees before election day, November 6.

We hope you will read carefully these brochures on Dick Nixon's ideas and philosophies for government.

All of us are interested in working toward the same goal -- that of helping to provide California with the very best possible state administration. We believe Dick Nixon's proposed administration capable of doing this.

Thank you for reading this and the enclosed material. We hope you will join us on November 6.

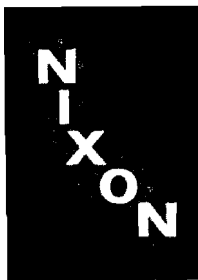
WIN WITH NIXON!

Jim Allison  
Eleanor Brown  
Howard Culver  
Fred Dellenbach  
Carl Edwards  
Bill Flanigan  
Charmaine Forhan  
Rosemary Gray  
Bill Lloyd  
Bill McComas  
Loraine Mellon  
Dick Middleton  
Bill Strahan

Enclosures







## NIXON FOR GOVERNOR

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

October 23, 1962

Dear Fellow Californian:

There appears to be an under-current of rumors and anonymous mailings circulating in California that Dick Nixon, as Governor, is against pensions for senior citizens and would cut them. Such rumors are blatantly false and misleading. Mr. Nixon has denied them and Governor Brown has said publicly that he has no reason to believe Mr. Nixon is against pensions.

Despite these denials, there may well be many senior citizens who remain in needless fear that their pensions might be reduced. These fears can be alleviated if the people in your organization could read for themselves Mr. Nixon's program for senior citizens on pensions, medical care and tax reform. For that reason, I am sending you excerpts from Mr. Nixon's 15 minute broadcast on the subject last October 6.

Partisan politics aside, I would hope that you can circulate the enclosed Nixon program for senior citizens among your group so that they may be better informed on this issue so vital to them.

With every good wish to you and the people you serve,

Sincerely,

*Andrew Downey Orrick*

Andrew Downey Orrick  
Northern California  
Campaign Chairman

*Harold C. McClellan*

Harold C. McClellan  
Southern California  
Campaign Chairman

Los Angeles Times  
October 17, 1962

NIXON DENIES REPORTS HE'D SLASH WELFARE AID

Candidate Repeats That His Only Aim  
Is to Get Chiselers Off Relief Rolls

by Richard Bergholz  
Times Political Writer

SACRAMENTO--Richard Nixon denied Tuesday that he plans to cut state welfare pensions if he is elected governor.

The Republican candidate told a telethon audience here he had been informed that pension promoter George McLain has told welfare recipients they would lose their state benefits if Democratic Gov. Brown is defeated by Nixon.

"Nothing could be more vicious or malicious or untrue," Nixon said in answer to a question.

"No one who needs help and is on the welfare roles need have any concern on that score."

-30-

10/17/62

3. ELIMINATE CHISELERS--PROTECT THE DESERVING:

Unless steps are immediately taken to restore public confidence, there will be a serious public reaction to the whole welfare program. I propose a program to save \$27 million annually in the handling of welfare. This savings will come primarily from tightening regulations in the ANC program, which now makes it more profitable for a man not to work than to work. AND THIS SAVING WILL BE MADE WITHOUT CUTTING ONE CENT FROM ASSISTANCE TO THE AGED, THE BLIND OR THE HANDICAPPED. My program wholeheartedly supports aid to the aged, the blind, the disabled, and needy children. My program is aimed at getting chiselers off welfare rolls.

4. HOUSING

WE MUST CREATE MORE HOUSING FOR THE ELDERLY AT PRICES THEY CAN AFFORD. I will work to establish a California Housing Finance Agency to harness private investment to build housing for the aged.

5. USEFUL LIVES

We must make maximum use of the talent and wisdom of our senior citizens. I will mobilize the great talents, skills and training of our senior citizens in a "CALIFORNIA LEGION OF SERVICE." Retired persons will be asked to join "CALegion" and help train our young people. The way this new plan will work is that a "CALegion" Council will study community needs throughout the State and then issue calls for volunteers as need develops.

These are the five ways that I'll bring an added dignity to the lives of our senior citizens--not by degrading them with bureaucratic harassment and red tape, but by making government responsive to real needs.



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-30-

10/17/62

Nixon for Governor  
3908 Wilshire Blvd.  
Los Angeles 5, California

VOTE FOR NIXON  
Nov. 6

RICHARD NIXON SPEAKS TO CALIFORNIA'S SENIOR CITIZENS

A digest of his statewide broadcast on  
October 6, 1962

Nearly nine Californians out of every 100 are over 65. If our 1.7 million senior citizens were all in one city, the population would surpass Baltimore, Maryland -- the sixth largest city in the United States.

These people must have the opportunity to lead productive lives. California cannot afford to lose the talent and wisdom they have gained over the years. They must have a chance to enjoy retirement.

Here are five ways I hope to lead the way as Governor in the next four years for older people to manage their own affairs and to have new dignity, happiness and comfort.

1. TAX REFORM

I propose three immediate actions. First, I will provide leadership from the Governor's office to get tax relief on the homes of senior citizens who have limited incomes. SECOND, I WILL OPPOSE SUCH MOVES AS THE ONE PROPOSED BY THE STATE BOARD OF EDUCATION TO IMPOSE A STATEWIDE PROPERTY TAX FOR THE FIRST TIME IN CALIFORNIA HISTORY. Third, I will recommend that the California income tax be changed to give a double exemption amounting to \$3,000 to those over 65 and those who are blind.

2. MEDICAL AID

For 14 years I have supported the voluntary insurance principle as an effective approach to the problem of medical care. It uses government to spread the risk. But it keeps government from coming between the patient and his doctor. As Governor, I will continue to work to encourage the expansion of voluntary health insurance in California.

I will support Congressional action for government participation in the payment of premiums for private health insurance plans. SUCH LEGISLATION WOULD COVER ALL PERSONS OVER ALL PERSONS OVER 65, NOT JUST THOSE ON SOCIAL SECURITY. It would also provide for the cost of out-patient care and cover doctors' bills.

I will seek to amend the California Medical Assistance Program for the Aged, passed in 1961, to ELIMINATE THE 30-DAY WAITING PERIOD. Cost of treatment does not wait 30 days and neither should payments under this program.



## NIXON FOR GOVERNOR

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

HAROLD C. McCLELLAN  
Southern California Campaign Chairman

To: Southern California Nixon Campaign County Chairmen  
From: H. C. "Chad" McClellan, So. Calif. Campaign Chairman  
Re: Undecided and Democrat Voter Mailings

Each county chairman in Southern California should determine whether or not the following mailings are to be made in various of the communities within the county during the week of October 29th:

UNDECIDED VOTERS: This involves mailing a personalized monarch-size letter from Dick Nixon -- which letters will be supplied together with the same size envelopes in the desired quantity to each county. The envelopes are then to be addressed locally, stamps affixed, and then posted.

DEMOCRATS: This involves mailing a self-mailer to Democrats in the various communities within the county. This self-mailer will be supplied in the desired quantity to each county. The mailer itself would be addressed locally, stamps affixed, and then posted.

One suggestion as to those who plan such mailings -- you may wish to begin having your volunteers address gummed labels which can be pasted onto the envelopes and self-mailers when they are delivered to you from State Headquarters. However, you may prefer to not use gummed labels on the Nixon undecided voter mailings for reasons of appropriateness.

The time schedule which should be followed re these mailings is that each chairman should call Herb Kalmbach not later than Wednesday, October 17th, and order the quantities desired.

Shipments will be made from Southern California Headquarters on Tuesday, October 23rd. Envelopes and/or the self-mailers are then to be addressed throughout that week either directly or by pasting on previously addressed gummed labels.

This material will be mailed out on request at no cost to the county Nixon organization. Postage will be the only local cost. If you wish to make either or both of these mailings, please call Herb with your desired quantities not later than Wednesday, October 17th.

\* \* \*

3. ELIMINATE CHISELERS--PROTECT THE DESERVING:

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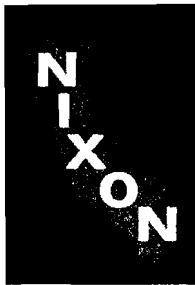
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\* \* \*

TO: Los Angeles County Nixon Community Chairmen

FROM: H. C. "Chad" McClellan, Southern California Campaign  
Chairman

SUBJECT: Victory Squad

September 26, 1962

As you know, in order to get out a maximum vote for Dick Nixon on November 6, all Nixon workers, regardless of their present assignments, should be urged to serve as Victory Squad workers if they do not have positions in the Republican Precinct Organization and if they are willing to ring doorbells on Election Day.

To make it easy for you to recruit all available workers in your community for the Victory Squad, I am enclosing a supply of self-addressed Victory Squad recruiting cards. Please have your volunteers fill them out and put them in the mail. During the week before Election Day each volunteer will receive a written assignment from the Victory Squad Chairman requesting him to report to a designated Victory Squad headquarters at 2 o'clock or as soon thereafter as possible on Election Day.

If you need additional cards, please call Los Angeles County Victory Squad Headquarters, MA 7-6881.

Please use your best efforts to make this program a success. Each additional Victory Squad worker means at least 10 more votes for Dick Nixon!

The enclosed cards have been coded to facilitate handling. Please mark additional cards received in the future with the same code.

Whenever possible, please have your volunteers enter the home address Assembly District number in lower right corner of Victory Squad card.

## NIXON FOR GOVERNOR

To: Southern California Nixon Campaign Field Representatives  
From: Herbert W. Kalmbach, Southern California Campaign Manager  
Re: Responsibilities of Nixon Campaign Field Representatives

Each field representative is the liaison and coordinating link between the Southern California Nixon Headquarters at 3950 Wilshire Boulevard and the county, division, and community chairmen in his assigned areas. As such, he is charged with the responsibility of assisting the volunteer leadership to achieve the following objectives:

### 1. Democrats for Nixon

Nothing has higher priority than the establishment in each county, division, and community of a Democrats for Nixon Committee. Each county or division chairman should appoint a prominent registered Democrat in the area as chairman of the Democrats for Nixon Committee in that county or division. The appointed chairman should then appoint to his committee as many registered Democrats from the area as possible and also appoint a Democrats for Nixon chairman for each community in his county or division.

Each Democrats for Nixon Committee shall be charged with specific responsibilities during the fall campaign including the placement of newspaper ads and the mailing of campaign literature to a certain percentage of the registered Democrats in the area. Early in September, each Southern California Democrats for Nixon chairman will be mailed a list of the activities to be carried on by each such committee. One important objective is the opening of at least one Democrats for Nixon headquarters in each county and division before September 15th.

### 2. Registration

Registration for the fall election closes on September 13th. It is of the utmost importance that all Nixon volunteer and staff personnel do everything possible to help the regular party organization achieve their registration goals in each of their areas.

Each field representative should determine the status of the registration program being carried on by the party precinct organization by getting specific answers to such questions as:

- (a) How many precincts are there in the county, division, and community?
- (b) How many precinct captains and block leaders have been appointed to serve the precincts in the areas?

(c) How many precincts have actually been canvassed for registration purposes?

(d) What specific plans does the precinct organization(s) have to complete the registration drive?

In counties, divisions, or communities where the Nixon organization will have to put on a crash registration program because of failure of the Republican precinct organization to perform that function, each field representative should provide the Nixon chairmen with copies of the "ROAR" (Registration Of All Republicans) program which Ed Slevin of the Republican State Central Committee has prepared to describe the techniques for putting on such an emergency registration program.

Deputy Registrars should be stationed in each Nixon headquarters at all times.

### 3. Appointment of Community Chairmen

Each county or division chairman has the responsibility to analyze his county or division and determine the number of readily identifiable communities contained therein. Thereafter, he has the responsibility to appoint a Nixon chairman for each such community. The community chairman so named shall then have the responsibility to form the local Nixon community committee and appoint a finance chairman and treasurer.

### 4. Headquarters and Headquarters' Activities

Each community chairman shall have the responsibility to open a local Nixon for Governor headquarters. Policy as regards these offices may be stated as follows: (a) each headquarters, whether county or community, must be self-supporting, i.e., the money needed to operate the office must be raised within the county or community; and (b) each county and community Nixon committee shall determine policy on the use of the local Nixon headquarters by the other Republican candidates.

Within the framework of the above two policy statements, the following activities are to be carried on in each headquarters during the general election campaign:

#### (a) Recruit Nixon Campaign Volunteers

Voters should be recruited to work in the campaign as they drop by the headquarters to ask questions, pick up literature, etc. Also, the telephone should be used to follow up suggestions and to make cold calls to enlist volunteers.

(b) Meetings

The Nixon headquarters is the logical meeting site for the many groups concerned with the campaign. As local conditions permit, the headquarters should be offered to the other candidates' organizations and Republican Party groups as a meeting site and liaison point.

(c) Writing Telephone Numbers of All Registered Voters Onto Precinct Sheets

This activity is a necessary prelude to the later Democrat and Decline to State voter canvass and "Operation Telephone" activity. Reverse directories are used where available and the telephone number of every registered voter is written onto the local precinct sheets.

(d) Bumper-Strip & Window-Sticker Programs

A bumper-strip and window-sticker program should be immediately initiated in each headquarters. One suggestion is to appoint college and high school Nixon volunteers as captains of bumper-strip and window-sticker teams 1, 2, 3, etc. These captains will then have the responsibility of recruiting nine other youths to complete a team of ten. The production record of each team (i.e., the number of stickers actually placed on cars) should then be posted in the headquarters.

(e) Deputy Registrars

Each headquarters should have at least one deputy registrar available at all times to register people who drop by the headquarters for that purpose or for any other purpose. This is part of our responsibility in the registration effort and is a must for the period between now and September 13th.

(f) Literature, Pins, Jewelry

Campaign literature, pins, and jewelry items should be available in each headquarters. Proceeds from contributions for jewelry items can provide an additional source of revenue for the underwriting of "Operation Telephone" and other costs of headquarters operation.

(g) Liaison with Local Party Organization

Close coordination with the local party organization must be one of our primary objectives. Each Nixon headquarters can serve as the local contact and liaison point with the local party organization.

Every effort should be made to enlist all Republicans in the campaign. On our own initiative, we should contact and recruit former Shell supporters -- not only will such action do much to insure a maximum Republican turnout at the polls on November 6th, but such may well result in the obtaining of mailing lists and possible additional headquarters sites.

As stated in (g) above, every Nixon chairman should establish close and cordial relations with the Republican chairman in his county, division or community. Specifically, all Nixon workers who are Republicans should be encouraged to take a position in the Republican precinct organization as a precinct captain, block worker or deputy registrar or even at a higher level while continuing to be active in the Nixon organization. There is no reason why a person cannot be active in both organizations, and we have agreed to try to provide additional manpower to the precinct organization.

Nixon workers who are Republicans but who do not want to accept a definite assignment in the precinct organization should be encouraged to at least help the precinct organization one or two evenings or afternoons a month by joining in a door-to-door registration canvass under the supervision of the precinct organization. No activity is more important to the success of the Nixon campaign.

Nixon workers who are not willing to go door-to-door should be asked to help with the registration drive by preparing registration cards for the canvassers as described in the precinct captain's handbook. This can be done at home or at a headquarters.

If the precinct organization advises us that there are some precincts which will not be covered door-to-door, we should conduct a telephone registration canvass in those precincts. This is done by comparing precinct sheets with reverse directories with the aid of precinct maps. The precinct organization has detailed instructions for each phase of this type of campaign. This activity should be undertaken only if sufficient volunteers are available and is not part of the campaign "Action" program.

Every Nixon community chairman should start to compile a list of Nixon workers who are not members of the precinct organization but who are willing to go door-to-door on election day and turn out the vote. Beginning in September, their names should be given to the Republican precinct organization so they can be given Victory Squad assignments. No other job is more important on election day.

One of the main activities in the "Action" program is "Operation Telephone." This activity involves the telephoning of all Republicans, "friendly Democrats" and "Decline to States" on November 1, 2, 3 and 5. To lay the groundwork for this activity, Nixon community chairmen should have the telephone numbers of all voters put on all precinct sheets. This is a time consuming operation and as stated in (c) above should be started immediately.

Workers in increasing numbers will be volunteering for positions in the Nixon organization, especially after Labor Day. It is the responsibility of every chairman to set up an efficient procedure for welcoming all volunteers and promptly giving them assignments. Nothing ruins morale more than to volunteer and not be put to work.

Every community chairman should give his county or division chairman a report on the status of his organization. This should

include the number of workers recruited and the names, addresses and telephone numbers of the people who have assumed major responsibilities, such as telephone chairmen, etc. The report should also describe what activities are being conducted and the address and telephone number of the community headquarters, if any. It should also describe any problems on which assistance is needed. The reports should be passed on by the county and division chairmen to their Field Representatives at 3950 Wilshire Boulevard in Los Angeles.

Regular weekly breakfast meetings of the Southern California Nixon Campaign Field Staff personnel were begun on Monday, July 30th, and will continue throughout the general election period. Each field representative will be expected to report on his accomplishments of the past week and will receive assignments for the week ahead. To conclude, the success of the Nixon campaign in the field in Southern California will depend in no small degree on the skill and managerial competence with which each field representative meets his responsibilities in his assigned areas.

\* \* \* \*

## NIXON FOR GOVERNOR

To: Southern California Nixon Campaign Field Representatives  
From: Herbert W. Kalmbach, Southern California Campaign Manager  
Re: Responsibilities of Nixon Campaign Field Representatives

Each field representative is the liaison and coordinating link between the Southern California Nixon Headquarters at 3950 Wilshire Boulevard and the county, division, and community chairmen in his assigned areas. As such, he is charged with the responsibility of assisting the volunteer leadership to achieve the following objectives:

### 1. Democrats for Nixon

Nothing has higher priority than the establishment in each county, division, and community of a Democrats for Nixon Committee. Each county or division chairman should appoint a prominent registered Democrat in the area as chairman of the Democrats for Nixon Committee in that county or division. The appointed chairman should then appoint to his committee as many registered Democrats from the area as possible and also appoint a Democrats for Nixon chairman for each community in his county or division.

Each Democrats for Nixon Committee shall be charged with specific responsibilities during the fall campaign including the placement of newspaper ads and the mailing of campaign literature to a certain percentage of the registered Democrats in the area. Early in September, each Southern California Democrats for Nixon chairman will be mailed a list of the activities to be carried on by each such committee. One important objective is the opening of at least one Democrats for Nixon headquarters in each county and division before September 15th.

### 2. Registration

Registration for the fall election closes on September 13th. It is of the utmost importance that all Nixon volunteer and staff personnel do everything possible to help the regular party organization achieve their registration goals in each of their areas.

Each field representative should determine the status of the registration program being carried on by the party precinct organization by getting specific answers to such questions as:

- (a) How many precincts are there in the county, division, and community?
- (b) How many precinct captains and block leaders have been appointed to serve the precincts in the areas?



(c) How many precincts have actually been canvassed for registration purposes?

(d) What specific plans does the precinct organization(s) have to complete the registration drive?

In counties, divisions, or communities where the Nixon organization will have to put on a crash registration program because of failure of the Republican precinct organization to perform that function, each field representative should provide the Nixon chairmen with copies of the "ROAR" (Registration Of All Republicans) program which Ed Slevin of the Republican State Central Committee has prepared to describe the techniques for putting on such an emergency registration program.

Deputy Registrars should be stationed in each Nixon headquarters at all times.

### 3. Appointment of Community Chairmen

Each county or division chairman has the responsibility to analyze his county or division and determine the number of readily identifiable communities contained therein. Thereafter, he has the responsibility to appoint a Nixon chairman for each such community. The community chairman so named shall then have the responsibility to form the local Nixon community committee and appoint a finance chairman and treasurer.

### 4. Headquarters and Headquarters' Activities

Each community chairman shall have the responsibility to open a local Nixon for Governor headquarters. Policy as regards these offices may be stated as follows: (a) each headquarters, whether county or community, must be self-supporting, i.e., the money needed to operate the office must be raised within the county or community; and (b) each county and community Nixon committee shall determine policy on the use of the local Nixon headquarters by the other Republican candidates.

Within the framework of the above two policy statements, the following activities are to be carried on in each headquarters during the general election campaign:

#### (a) Recruit Nixon Campaign Volunteers

Voters should be recruited to work in the campaign as they drop by the headquarters to ask questions, pick up literature, etc. Also, the telephone should be used to follow up suggestions and to make cold calls to enlist volunteers.

(b) Meetings

The Nixon headquarters is the logical meeting site for the many groups concerned with the campaign. As local conditions permit, the headquarters should be offered to the other candidates' organizations and Republican Party groups as a meeting site and liaison point.

(c) Writing Telephone Numbers of All Registered Voters Onto Precinct Sheets

This activity is a necessary prelude to the later Democrat and Decline to State voter canvass and "Operation Telephone" activity. Reverse directories are used where available and the telephone number of every registered voter is written onto the local precinct sheets.

(d) Bumper-Strip & Window-Sticker Programs

A bumper-strip and window-sticker program should be immediately initiated in each headquarters. One suggestion is to appoint college and high school Nixon volunteers as captains of bumper-strip and window-sticker teams 1, 2, 3, etc. These captains will then have the responsibility of recruiting nine other youths to complete a team of ten. The production record of each team (i.e., the number of stickers actually placed on cars) should then be posted in the headquarters.

(e) Deputy Registrars

Each headquarters should have at least one deputy registrar available at all times to register people who drop by the headquarters for that purpose or for any other purpose. This is part of our responsibility in the registration effort and is a must for the period between now and September 13th.

(f) Literature, Pins, Jewelry

Campaign literature, pins, and jewelry items should be available in each headquarters. Proceeds from contributions for jewelry items can provide an additional source of revenue for the underwriting of "Operation Telephone" and other costs of headquarters operation.

(g) Liaison with Local Party Organization

Close coordination with the local party organization must be one of our primary objectives. Each Nixon headquarters can serve as the local contact and liaison point with the local party organization.

Every effort should be made to enlist all Republicans in the campaign. On our own initiative, we should contact and recruit former Shell supporters -- not only will such action do much to insure a maximum Republican turnout at the polls on November 6th, but such may well result in the obtaining of mailing lists and possible additional headquarters sites.

As stated in (g) above, every Nixon chairman should establish close and cordial relations with the Republican chairman in his county, division or community. Specifically, all Nixon workers who are Republicans should be encouraged to take a position in the Republican precinct organization as a precinct captain, block worker or deputy registrar or even at a higher level while continuing to be active in the Nixon organization. There is no reason why a person cannot be active in both organizations, and we have agreed to try to provide additional manpower to the precinct organization.

Nixon workers who are Republicans but who do not want to accept a definite assignment in the precinct organization should be encouraged to at least help the precinct organization one or two evenings or afternoons a month by joining in a door-to-door registration canvass under the supervision of the precinct organization. No activity is more important to the success of the Nixon campaign.

Nixon workers who are not willing to go door-to-door should be asked to help with the registration drive by preparing registration cards for the canvassers as described in the precinct captain's handbook. This can be done at home or at a headquarters.

If the precinct organization advises us that there are some precincts which will not be covered door-to-door, we should conduct a telephone registration canvass in those precincts. This is done by comparing precinct sheets with reverse directories with the aid of precinct maps. The precinct organization has detailed instructions for each phase of this type of campaign. This activity should be undertaken only if sufficient volunteers are available and is not part of the campaign "Action" program.

Every Nixon community chairman should start to compile a list of Nixon workers who are not members of the precinct organization but who are willing to go door-to-door on election day and turn out the vote. Beginning in September, their names should be given to the Republican precinct organization so they can be given Victory Squad assignments. No other job is more important on election day.

One of the main activities in the "Action" program is "Operation Telephone." This activity involves the telephoning of all Republicans, "friendly Democrats" and "Decline to States" on November 1, 2, 3 and 5. To lay the groundwork for this activity, Nixon community chairmen should have the telephone numbers of all voters put on all precinct sheets. This is a time consuming operation and as stated in (c) above should be started immediately.

Workers in increasing numbers will be volunteering for positions in the Nixon organization, especially after Labor Day. It is the responsibility of every chairman to set up an efficient procedure for welcoming all volunteers and promptly giving them assignments. Nothing ruins morale more than to volunteer and not be put to work.

Every community chairman should give his county or division chairman a report on the status of his organization. This should

include the number of workers recruited and the names, addresses and telephone numbers of the people who have assumed major responsibilities, such as telephone chairmen, etc. The report should also describe what activities are being conducted and the address and telephone number of the community headquarters, if any. It should also describe any problems on which assistance is needed. The reports should be passed on by the county and division chairmen to their Field Representatives at 3950 Wilshire Boulevard in Los Angeles.

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\* \* \* \*

To: Los Angeles County Community Chairmen  
From: H. C. "Chad" McClellan, So. Calif. Campaign Chairman  
Re: Policy and programs for fall campaign

The primary period is now behind us and before we get too far into the general election campaign I believe it appropriate to set out in writing some suggestions as to the activities to be carried on within Nixon headquarters in the weeks and months ahead. However, before a listing is made of suggested activities, it might be well to state policy as regards Nixon headquarters:

(a) Each headquarters must be self-supporting, i.e. the money needed to operate the office must be raised with the community.

(b) Each community Nixon committee shall determine policy on the use of the local Nixon headquarters by the other Republican candidates.

Within the framework of the above two policy statements, it is suggested that the following activities be carried on in each headquarters through the general election campaign:

(a) Recruit Nixon Campaign Volunteers

Voters can be recruited to work in the campaign as they drop by the headquarters to ask questions, pick up literature, etc. Also, the telephone should be used to follow up suggestions and to make cold calls to enlist volunteers.

(b) Meetings

The Nixon headquarters is the logical meeting site for the many groups concerned with the campaign. As local conditions permit, the headquarters should be offered to the other candidates' organizations and Republican Party groups as a meeting site and liaison point.

(c) Writing Telephone Numbers of All Registered Voters Onto Precinct Sheets

This activity is a necessary prelude to the later Democrat and Decline to State voter canvass and "Operation Telephone" activity. Reverse directories are used where available and the telephone number of every registered voter is written onto the local precinct sheets.

(d) Bumper-Strip Programs

A bumper strip program should be immediately initiated in each headquarters. One suggestion is to appoint college and high school Nixon volunteers as captains of bumper sticker teams 1, 2, 3, etc. These captains will then have the responsibility of recruiting nine other youths to complete a

team of ten. The production record of each team (i.e., the number of stickers actually placed on cars) should then be posted in the headquarters.

(e) Literature, Pins, Jewelry

Campaign literature, pins, and jewelry items should be available in each headquarters. Proceeds from contributions for jewelry items can provide an additional source of revenue for the underwriting of "Operation Telephone" and other costs of headquarters operation.

(f) Liaison

Close coordination with the local party organization must be one of our primary objectives. Each Nixon headquarters can serve as the local contact and liaison point with the local party organization.

Every effort should be made to enlist all Republicans in the campaign. On your own initiative, you should contact and recruit former Shell supporters-- not only will such action do much to insure a maximum Republican turnout at the polls on November 6th, but such may well result in the obtaining of mailing lists and possible additional headquarters sites.

As stated, every Nixon chairman should establish close and cordial relations with the Republican party leadership in his community. Specifically, all Nixon workers who are Republicans should be encouraged to take a position in the Republican precinct organization as a precinct captain, block worker or deputy registrar or even at a higher level while continuing to be active in the Nixon organization. There is no reason why a person cannot be active in both organizations, and we have agreed to try to provide additional manpower to the precinct organization.

Nixon workers who are Republicans but who do not want to accept a definite assignment in the precinct organization should be encouraged to at least help the precinct organization one or two evenings or afternoons a month by joining in a door-to-door registration canvass under the supervision of the precinct organization. No activity is more important to the success of the Nixon campaign.

Nixon workers who are not willing to go door-to-door should be asked to help with the registration drive by preparing registration cards for the canvassers as described in the precinct captain's handbook. This can be done at home or at headquarters.

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Every Nixon community chairman should immediately determine whether there is a Republican precinct organization in his community and whether it is conducting a registration drive. If none is being conducted, the Nixon organization should assume the initiative and get one started immediately. Registration closes September 13, and a registration drive that is not under way by the end of July will not get the job done.

Every Nixon community chairman should start to compile a list of Nixon workers who are not members of the precinct organization but who are willing to go door-to-door on election day and turn out the vote. Beginning in September, their names should be given to the Republican precinct organization so they can be given Victory Squad assignments. No other job is more important on election day.

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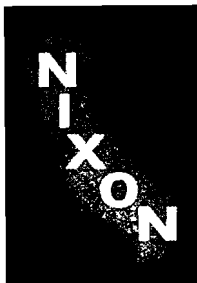
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## NIXON FOR GOVERNOR

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

August 28, 1962

HAROLD C. McCLELLAN

*Southern California Campaign Chairman*

To: Southern California Nixon Campaign Leadership

From: H. C. "Chad" McClellan, Southern California Campaign Chairman

Re: Southern California Campaign Leadership Seminar

You are cordially invited and urged to attend a Southern California Nixon Campaign Leadership Seminar to be held in the Golden State Room of the Statler-Hilton Hotel in Downtown Los Angeles on Saturday morning, September 8th. The meeting will begin with breakfast at 8:00 a.m. and will be adjourned following lunch.

Highlight of the meeting, of course, will be a report by Dick Nixon on his unique and exciting plans for the Fall campaign, which will be "kicked-off" the following week. In addition, reports will be given on campaign organization, publicity, advertising, finance, and other activities all directed towards assuring an overwhelming victory on November 6th.

Each Division and Community Chairman receiving this memo of invitation is urged to bring his or her finance chairman or his representative to this important meeting. And care should be taken to record the name of such chairman or representative on the return reservation slip enclosed.

I hope you will make every effort to participate in this important conference. It will be our last chance to bring the entire Southern California Nixon leadership together before we hit the campaign trail that leads to Dick's election as Governor of the Nation's Number One State.

Please fill out and return the enclosed reservation slip indicating whether or not you and your finance chairman (or representative) will be able to be present on September 8th. We would appreciate your enclosing your check for the proper amount in the return envelope provided as soon as possible.

WIN WITH NIXON!

A handwritten signature in black ink, appearing to read "H. C. McClellan", with a long horizontal line extending to the right.

H. C. McClellan  
So. Calif. Campaign Chairman

NIXON FOR GOVERNOR  
3908 Wilshire Boulevard  
Los Angeles 5, California

Enclosed is my check in the amount of \$\_\_\_\_\_, payable to  
Nixon for Governor Finance Committee, to cover the cost of  
breakfast and lunch for \_\_\_\_\_ person(s), at \$6.75 per person,  
at the Leadership Seminar on September 8th.

Name \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_

Note: Will you please indicate also the name of your Finance  
Chairman (or alternate) who will attend with you, and include his  
or her reservation in the above.

Name \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_

Please complete and return as soon as possible.

September 24, 1962

TO: County/Division/Community Nixon Campaign Chairmen  
FROM: H. C. "Chad" McClellan, Southern California Campaign Chairman  
SUBJECT: Campaign Activities

As we head into the homestretch of the campaign to elect Dick Nixon Governor, it may be advisable to review some of the basic things that the individual community campaign committees should be doing between now and November 6. In addition to activities having to do with fund-raising and public relations, the following should be given high priority:

1. A chairman should have been appointed for each community in each county or division, and such chairmen in turn should have appointed his principal assistants, including chairmen for Headquarters, Operation Telephone, Nixonettes, Jewelry, Coffee Hours, Volunteers, Public Relations, and Finance.
2. Each community chairman should have opened a Nixon community headquarters.
3. The June precinct sheets should have been distributed to all community chairmen, and they should be completing the job of putting the telephone numbers of all voters (Republican, Democrats, Decline to State) on the sheets. If any of the June precinct sheets are missing, please let John Kalmbach (DUnkirk 5-9161) know and he will get them for you.
4. All registered Democrats and Decline to States should be telephoned to determine those planning to vote for Dick Nixon. This poll should be completed as soon as possible. If you have any questions about it, please call Carol Arth (DUnkirk 5-9161).
5. Your Coffee Hour Chairmen should have precinct coffee hour programs well under way now to recruit the telephoners and obtain the funds necessary to provide telephones for Operation Telephone.
6. Each Community Chairman should set up an efficient procedure for welcoming all volunteers and promptly giving them assignments in keeping with their interests and abilities.
7. Each Nixon County Chairman will soon receive from the Chairman of the Republican State Central Committee written authorization to obtain from his County Clerk or Registrar of Voters a full set of November 1962 precinct sheets for his county. It will not be necessary to pay for the new sheets. In most counties it will not be possible to obtain the new sheets until mid-October, but each county and division chairman should determine from your local County Registrar of Voters the earliest date they will be available and make arrangements now to pick them up as soon as they become available; their sheets should be separated by communities and delivered promptly to all community chairmen so that they can, before November 1, delete all the names

on the June sheets that don't appear on the November sheets and add telephone numbers for names that appear on the November sheets but not on the June sheets.

8. Each community chairman should provide the Republican Precinct Organization and Victory Squad Chairmen with the names, addresses and telephone numbers of every Nixon volunteer who will serve as a precinct worker or Victory Squad worker on a door-to-door basis and help turn out the vote on Election Day. The names of such volunteers should be turned in as soon as possible so they can be processed in an orderly manner and given a definite Election Day assignment. As additional workers volunteer for Election Day work, their names should be turned in promptly right up to Election Day.

9. The Operation Telephone Blitz should be carried out on November 1, 2, 3 and 5. If you have any questions about Operation Telephone, please call Carol Arth. Each community chairman should arrange to have enough telephones installed in his headquarters or other appropriate location before November 1 so that every Republican, friendly Democrat and Decline to State voter can be phoned during the Blitz.

10. Each community chairman should determine whether the Republican Precinct Organization in his community has an effective plan for turning out the vote on Election Day. In any community where no such plan is being implemented, or where such a plan is being implemented only partially, the community chairman should take the initiative in setting one up and putting it into effect.

11. Bumper strip and window sticker programs should be pushed in every community from now till Election Day.

12. Campaign literature, "Six Crises" (paperbacks), pins and jewelry should be available in each headquarters.

13. All Nixon workers should be encouraged to join the Precinct Organization or Victory Squad to get out the vote on Election Day by ringing doorbells. Those who cannot or will not do so should be organized by their community chairmen to serve as poll checkers and telephoners to get out the Nixon vote in rural precincts and in urban precincts for which there will not be sufficient door-to-door workers. The community chairmen should coordinate closely with the Republican Party Precinct Organization and Victory Squad to avoid duplication of effort.

On election Day each telephoner should be given a copy of the enclosed "Instructions for November 6 Telephoners". Telephoning should begin about 2 or 3 o'clock and continue until 7.

Community Chairmen should arrange for poll checkers to come into headquarters as soon after 1 o'clock as possible. Each should be given a copy of the enclosed "Instructions for November 6 Poll Checkers" and 1 or more precinct sheets on which telephone numbers have been entered. The address of the

polling place should be written on each precinct sheet. Most poll checkers should be able to handle more than one precinct. In most cases they should check one or more polling places in the early afternoon and then check the same ones in the late afternoon so that the telephoners can have current information when making their final calls during the important last two hours between 5 and 7 o'clock.

If there are any workers who are not willing to take part in getting out the vote but are willing to serve as a poll watcher during the counting of the votes after 7 p.m.. They should be urged to do so particularly in precincts which have no Republicans on the election board.

14. Victory Squad Chairmen may ask whether Nixon headquarters may be used as Victory Squad headquarters on Election Day. There is no objection to this if the headquarters is large enough and has adequate parking and if its use by the Victory Squad will not unduly interfere with whatever telephoning may be necessary on Election Day.

Each community chairman receiving this memorandum should use same as a checklist to make sure he or she is carrying on all of the essential campaign activities. If there are any questions about any of the points described in this memo or if any assistance is needed, please call the field representative assigned to your county or division or if unable to reach him, call John Kalnbach at Southern California Campaign Headquarters, DU 5-9161.

## INSTRUCTIONS FOR NOVEMBER 6th TELEPHONERS

You have the important responsibility of telephoning all registered Republicans, "Friendly" Democrats, and Decline to State voters (DS), and urging them to go to the polls and vote for Nixon on November 6.

You will be handed a precinct sheet on which are listed all the registered voters (Republicans, Democrats, Decline to State) in a precinct in your community. The telephone numbers of all who have phones have been written next to their names.

A poll checker will have gone to the polling place and determined which Republicans have already voted. They will be indicated by a check mark in the left-hand margin. Your job is to:

1. Telephone all Republicans who have not voted. (Insert same note as on Instructions for Poll Checkers).
2. Say, "This is \_\_\_\_\_ at Nixon for Governor Headquarters. We were at your polling place a little while ago and noticed that you hadn't voted. We'd like to remind you to go and vote now for Dick Nixon. Your vote is very important."
3. Give them the address of their polling place. (It should be written on the precinct sheet.)

When you finish calling your first precinct sheet, go on to another if you have more than one. If you have only one, try again to reach the voters who didn't answer your first call.

A poll checker may come back in the late afternoon, pick up your precinct sheet and go to the polling place again to determine which Republicans still have not voted. When he returns it to you, make another call to those who haven't voted. Many people don't come home until after 5 o'clock, and many women who are home in the afternoon won't vote until their husbands come home. Therefore, it is essential to continue calling until 7 o'clock when the polls close. The last two hours between 5:00 and 7:00 are the most important.

Indicate those you have reached who will vote by "WV" and those who don't answer by "DA" or some other appropriate abbreviations in the left-hand margin.

After 7 o'clock, please return the precinct sheets to the person who gave them to you or to the Nixon headquarters in your community. If you are unable to locate that person or headquarters, keep the sheets until someone picks them up.



## INSTRUCTIONS FOR NOVEMBER 6th POLL CHECKERS

On your shoulders rests the vital assignment of making sure that every Nixon supporter votes on November 6th. You have the important job of checking one or more polling places to determine which Republicans have failed to vote so that a telephoner can remind them to go to the polls.

NOTE: The friendly Democrats and Decline to State voters will have been called during the four days of the Operation Telephone Blitz. If your Election Day volunteer telephoners have time, it is strongly recommended that the friendly Democrats and Decline to State voters be called again on Election Day with a final reminder to vote for Nixon.

You will be given a precinct sheet on which are listed all the registered voters (Republicans, Democrats, Decline to State) in a precinct in your community. The address of the polling place for that precinct has been written on the precinct sheet. The names and political affiliation of the precinct election board officials may also have been written on the precinct sheet.

Go to the polling place, introduce yourself to the election board officials as a precinct worker helping to get out the vote. A copy of the precinct sheet will be posted on or near the door of the polling place. The election board officials are required by law at least once each hour until 4:00 PM to cross off the names on the posted precinct sheet of those who have voted.

Compare your precinct sheet to the posted precinct sheet and check off the Republicans who have voted. Indicate the Republicans who have voted by a check mark in the left margin by their name.

You will have been given the name and address of a telephoner or the address of a headquarters or office from which telephoners will call the non-voting Republicans, (as well as the "friendly" Democrats and Decline to States) on your sheet to remind them to vote for Dick Nixon. Deliver the sheet to that address as promptly as possible.

If you have more than one sheet, go to the polling place for your second precinct and then to the address from which that precinct will be telephoned. After you have checked and delivered all your sheets, go back and get the first sheet and check it again at the polling place. Many people will have voted as a result of your first efforts. Check them off and return the sheet to the telephoner so he can telephone the non-voters again during the all-important last two hours between 5:00 and 7:00.

After 4:00 PM the election board may not continue to cross off names on the posted sheet, but you can get the necessary information from either the precinct sheet on the table where the officials sit or from the book in which the voters sign their names before voting.

If any precinct sheets are still in your possession when the polls close at 7:00, please return them to the person from whom you received them or to the Nixon headquarters in your community. If you are unable to locate that person or headquarters, keep the sheets till someone picks them up.

NIXON FOR GOVERNOR  
3908 Wilshire Boulevard  
Los Angeles 5, California

TO: Los Angeles County Nixon Community, Telephone, and Headquarters Chairmen  
FROM: H. C. "Chad" McClellan, Southern California Campaign Chairman  
SUBJECT: Telephoning on Election Day October 24, 1962

On November 6 the Republican Precinct Organization for Los Angeles County will attempt to ring the doorbells of all Republicans in as many of the 12,000 precincts as they have manpower to cover. This is an emergency situation and the Nixon campaign organization has agreed to help cover the remaining precincts by telephone and shoe leather on Election Day. The responsibility for carrying out this important assignment should be assumed by the Nixon Telephone Chairman or the Headquarters Manager in your community.

On or shortly after November 1, you will be advised which precincts in your community the Precinct Organization and Victory Squad will not be able to cover. Make certain that you have the precinct sheets for those precincts and that the telephone numbers of all registered Republicans and the addresses of the polling places have been put on those sheets. (The addresses of the polling places in your community can be obtained from the Republican headquarters in your district.) On receipt of this memo you should recruit poll checkers and telephoners to stand by for Election Day assignment by your headquarters on Monday, November 5. The poll checkers will go to the polling places in those precincts in the early afternoon of Election Day to determine which Republicans have not voted. Each poll checker should be able to check several polling places. The Telephoners will phone those Republicans who have not voted by the time the polls are checked.

On Monday, November 5, you may be given additional precincts to telephone if recruiting of Victory Squad workers falls below expectations. About 4 p.m. on Election Day the Victory Squad colonels in your community may telephone you and give you a few additional precincts to cover if some of their workers fail to show up. Therefore, you should try to have a few extra poll checkers and telephoners on hand until late afternoon in case the Victory Squad needs such additional help from you. This will require careful advance planning on your part, but remember that Dick Nixon carried California in 1960 by one vote per precinct because of that kind of careful planning to get out every last vote.

It is suggested that your poll checkers report for duty at about 1 p.m. and your telephoners at about 2 p.m. on Election Day and that they work right up until 7 o'clock. However, those who cannot come in till 3, 4 or 5 can be put to good use because the hours between 5 and 7 o'clock are the most important.

A copy of Instructions for Election Day Poll Checkers and a copy of Instructions for Election Day Telephoners are enclosed. Additional copies sufficient for your needs will be brought to you when you are advised which precincts will have to be telephoned.

Thanks and good luck. Your efforts to get out the vote will bring victory on November 6.

NIXON FOR GOVERNOR  
3808 WILSHIRE BLVD.  
LOS ANGELES 5, CALIF.  
INSTRUCTIONS FOR ELECTION DAY TELEPHONERS

You will be handed a precinct sheet on which are listed all the registered voters in a precinct in your community. The telephone numbers of all who have phones have been written next to their names. You have the important responsibility of telephoning the Republicans and urging them to go to the polls and vote for Dick Nixon.

A poll checker will have gone to the polling place and will have determined which Republicans have already voted. They will be indicated by a check mark in the left-hand margin and need not be called.

Your job is to:

1. Telephone the Republicans.
2. Say, "This is \_\_\_\_\_ at Nixon for Governor Headquarters. We were at your polling place a little while ago and noticed that you hadn't voted. We'd like to remind you to go and vote now for Dick Nixon. Your vote is very important."
3. Give them the address of their polling place. (It should be written on the precinct sheet.)

Indicate those you have reached who will vote by "WV" and those who don't answer by "DA" or some other appropriate abbreviations in the left-hand margin.

When you finish calling your first precinct sheet, go on to another if you have more than one. If you have only one, try again to reach the voters who didn't answer your first call.

A poll checker may come back in the late afternoon, pick up your precinct sheet and go to the polling place again to determine which Republicans still have not voted. When he returns it to you, make another call to those who haven't voted. Many people don't come home until after 5 o'clock, and many women who are home in the afternoon won't vote until their husbands come home. Therefore, it is essential to continue calling until 7 o'clock when the polls close. The last two hours between 5:00 and 7:00 are the most important.

After 7 o'clock, please return the precinct sheets to the person who gave them to you.

NIXON FOR GOVERNOR  
3908 WILSHIRE BLVD.  
LOS ANGELES 5, CALIF.  
INSTRUCTIONS FOR ELECTION DAY POLL CHECKERS

You will be given the precinct sheets on which are listed all the registered voters (Republicans, Democrats, Decline to State) in several precincts in your community. The address of the polling place for each precinct has been written on the precinct sheet. You have the important job of checking at each polling place to determine which Republicans have failed to vote so that a telephoner can remind them to go to the polls and vote for Dick Nixon.

Go to each polling place, introduce yourself to the election board officials as a precinct worker helping to get out the vote. A copy of the precinct sheet will be posted on or near the door of the polling place. The election board officials are required by law at least once each hour until 4:00 p.m. to cross off the posted precinct sheet the names of those who have voted.

Compare your precinct sheet with the posted precinct sheet and check off the Republicans who have voted. Indicate the Republicans who have voted by a check mark in the left margin by their names.

After 4:00 p.m. the election board may not continue to cross off names on the posted sheet, but you can get the necessary information from either the precinct sheet on the table where the officials sit or from the book in which the voters sign their names before voting.

After you have gone to the polling places for each of your precincts and checked each sheet, return your sheets to the person from whom you received them so they can be telephoned. Obtain additional sheets if available and check them. During the latter part of the afternoon you may be asked to recheck sheets that have been telephoned. Many people will have voted as a result of your first efforts. Check them off and return the sheets to the telephoners so they can telephone the non-voters again during the all-important last two hours between 5:00 and 7:00.

If any precinct sheets are still in your possession when the polls close at 7:00, please return them to the person from whom you received them.

\* \* \*

INTER-OFFICE MEMORANDUM

Nixon for Governor

To: **None**

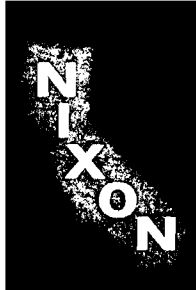
Date: **November 8, 1968**

From: **Sunny**

Subject: **Mailings**

Distribution: **H. and J., Don's Jones, H. Kalmbach, C. McElallen, Mail Office, L. Quinn  
Ed Fleming, Dorothy Wright.**

1. The last pre-election mailing went to all Southern California County Divisions/Community Chairmen.
2. This letter went out to 320 pharmacists.
3. This letter went out to 211 Fellow Employees for Nixon.
4. On 11/1 this Newsletter went to all 248 L. A. County Community Chairmen and Hqtes.
5. This letter went to U. S. G. Trojan Alumni.
6. This letter went to Veterinarians for Nixon.



## NIXON FOR GOVERNOR

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

November 5, 1962

Memo to Southern California County/Division/Community Chairmen

On this final day before the election, Herb Kalmbach and I, speaking on behalf of Dick Nixon, wish to express to you our heartfelt appreciation for your outstanding performance throughout this campaign.

We want you to know that we believe that your work has been exceedingly effective - not only in helping us to raise the necessary funds to support the campaign but, also, in awakening the citizens in your community to the issues involved.

Your responsibility in this campaign has been to organize and lead in an inspirational manner the thinking voters of your area. This necessary and critically-important organizational work is the backbone of a successful campaign. We are confident of victory and proud of your performance.

Best regards,

A handwritten signature in cursive script that reads "Chad".

H. C. "Chad" McClellan  
So. Calif. Campaign Chairman

P.S. Immediately after the election, we ask that you gather together the records of the campaign in your area. These should include the names of all of your volunteers, precinct sheets, reverse directories, etc. Please have this material packaged and ready for pickup by your field representative later in the week.

November 1, 1962

Dear Fellow Pharmacist:

One of the most valuable assets of a free democracy such as we enjoy in this country is the right to vote for the issues and candidates of our choice. Unfortunately many citizens fail to avail themselves of this priceless freedom, often because of lack of transportation or simple forgetfulness. If someone prods them, they will vote.

With this thought in mind the Pharmacists' Committee suggests a way of contributing to the betterment of your country and your profession. Organize transportation facilities of one or more cars and offer to drive your customers to the polls. Put up signs in your stores. You will be surprised how much good will this will generate for you.

One last suggestion, be sure that you and your family vote on November 6th!

Sincerely yours,

Pharmacists' Committee

Ralph B. Bagnall, Jr.  
Marion S. Crockett  
Walter T. Green  
Thomas McKiernan  
Clarence Lewis

David Magrill  
Joseph Mazy  
Clyde W. Oswell  
Ralph Palmer  
Clarence I. Robinson

Herbert White

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## NIXON FOR GOVERNOR

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

### GIANT TELETHON SET FOR NOVEMBER 3RD

Dick Nixon will climax his campaign on Saturday evening, November 3rd, when he appears on a 5-hour telethon before local television cameras.

The telecast is the last in a series of seven such television appearances conducted on a regional basis throughout California over the past several weeks.

The telethon will be shown on Station KTTV (Channel 11) from 6:30 p.m. to 8:30 p.m. and from 10:00 p.m. to 1:00 a.m. Because of the tremendous demand at earlier telethons, two additional hours were obtained at the peak viewing time in order that Dick would have more time to answer questions.

In addition to being televised locally in Los Angeles, present plans include the televising of a portion of the telethon in San Diego and San Francisco and carrying the program statewide over CBS radio.

This very important program should be talked up by everyone in the campaign. All indications are that the show will have one of the largest viewing and listening audiences in local and statewide TV history. Our efforts should now be aimed at insuring this result.

### ELECTION DAY ACTIVITIES

On Election Day, the primary responsibility of the Nixon organization is to supplement the efforts of the County's precinct and victory squad workers by means of an efficient and effective telephone program.

Multiple copies of complete instructions for telephoning and poll checking on Election Day have been mailed to each Nixon headquarters. Telephoners and poll checkers should be recruited and everything put in order for a massive get-out-the-vote effort.

### CAMPAIGN LITERATURE

You are again reminded of the need to make certain that every last piece of campaign material is out of the office and into the hands of the voters before Election Day.

The investment in time and money that we have in this material is terrific. And we should make every effort to get 100% distribution. Let's be certain of this!

### ELECTION NIGHT VICTORY CELEBRATION

You and your friends are cordially invited to watch the election returns and share in the victory celebration on Tuesday night at the Beverly Hilton Hotel, 9876 Wilshire Blvd., Beverly Hills. This will be a great evening for everyone and you are all urged to attend.

\* \* \*





# TROJAN ALUMNI FOR NIXON COMMITTEE

423 MEADOW GROVE, PASADENA 3, CALIFORNIA

## USC ALUMNI COMMITTEE

FRANCIS D. TAPPAAN  
CHAIRMAN

MRS. EVELLE (MILDRED) YOUNGER  
CO-CHAIRMAN

MRS. JOHN W. BESWICK

STEPHEN C. BILHEIMER

FREDERICK T. BURRILL

GORDON CAMPBELL

OLIVER M. CHATBURN

MRS. DEAN EWING CHRISTY

FRANCIS J. CONLEY, DDS

MRS. AMES CRAWFORD

CHESTER F. DOLLEY

ROSEMARY MOORE DUNBAR

MRS. ARNOLD EDDY

ARNOLD EDDY

KENNEDY ELLSWORTH

BOB ERSKINE

JOHN R. FLUOR

WINSTON R. FULLER

MRS. PHILIP C. GASPAR

MRS. LEWIS K. GOUGH

BEN D. HARROLD

MRS. RALPH W. HOFFMAN

FRED V. KEENAN

NED LEWIS

DONNA LEWIS MACBAN

LOWRY B. MCCASLIN

FRANCIS MCGINLEY

DONALD MCLARNAN

G. EVERETT MILLER

CRAIG NASON, SR.

KENNETH T. NORRIS, JR.

LOUIS SARONI II

MRS. LUDLOW SHONNARD, JR.

PAUL B. SLATER

MRS. RON (ALDA MILLS) STEVER

ROBERT W. THOMPSON, DDS

MRS. RICHARD E. (LUCY ANN) WEBSTER

E. RUSSELL WERDIN

MRS. RICHARD K. YEAMANS

October 23, 1962

Dear Fellow Trojan:

As a Trojan Alumni, we feel a strong obligation to help preserve free enterprise in our State. We are especially concerned about the present governor's seeming willingness to disregard the private universities and their long recognized major role in higher education in California.

We believe our State needs Dick Nixon. We believe he is the best qualified to govern our nation's #1 State--he is a proven leader, an able administrator, and his integrity is unquestioned.

We believe Dick Nixon will eliminate wasteful, extravagant government; take decisive action; improve the economic and tax climate; and would never jeopardize, for political purposes, the needs and role of private higher educational institutions.

But, to win the election Dick Nixon needs energetic and enthusiastic support--to tell his story to all voters, regardless of party affiliation. Therefore, if you value the future of your State as highly as we think you do, we urge you to work for, and vote for Richard M. Nixon. Let's make our dedication to good government and our interest in our alma mater a part of the Nixon victory November 6.

Sincerely yours,



Francis D. Tappaan, Chairman  
Trojan Alumni for NIXON Committee



# NIXON FOR GOVERNOR

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

VETERINARIANS FOR NIXON  
*Organizing Committee*

- DR. DARR JOBE  
San Gabriel
- DR. ROBERT LARSON  
San Diego
- DR. CHARLES LIPPINCOTT  
Los Angeles
- DR. PHILIP McCLAVE  
Reseda
- DR. LARRY PROCTOR  
Concord
- DR. WILLIAM RIDDELL  
Los Angeles
- DR. NICHOL SMITH  
Beverly Hills
- DR. RAYMOND SPROWL  
Los Angeles

Dear Doctor:

The purpose of this letter is to solicit your help in electing a new Governor for California. It is time for a change....to effect this change we need your help.

As Veterinarians we are constantly aware of the weakness of the California Small Business environment. Richard Nixon can change this.

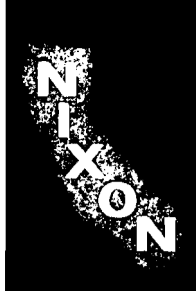
- We need a leader who strongly believes in the free enterprise system - not centralized, socialistic and powerful state government.
- We need as Governor, Richard Nixon, who has pledged to streamline the "red tape" and bureaucracy, currently existing -- to save money for the taxpayers.
- We need Richard Nixon to create a positive program for improving the business climate of California -- the fastest growing State in this country.
- We need Richard Nixon to improve education in California by resisting Federal control, while giving a wider choice of textbooks, more fully recognizing the need for vocational training, initiating effective anti-communist education, and re-examining the tax structure to relieve economic pressure on education and real property taxpayers.

Regardless of our political affiliations, we have an obligation to exercise our American right to vote on November 6.

We believe that Richard Nixon is the man that California needs to guide it through the critical years ahead. We hope you will join us in support of our candidate, and thank you for giving this message your earnest consideration.

WIN WITH NIXON!





## NIXON FOR GOVERNOR

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

November 5, 1962

Memo to Southern California County/Division/Community Chairmen

On this final day before the election, Herb Kalmbach and I, speaking on behalf of Dick Nixon, wish to express to you our heartfelt appreciation for your outstanding performance throughout this campaign.

We want you to know that we believe that your work has been exceedingly effective - not only in helping us to raise the necessary funds to support the campaign but, also, in awakening the citizens in your community to the issues involved.

Your responsibility in this campaign has been to organize and lead in an inspirational manner the thinking voters of your area. This necessary and critically-important organizational work is the backbone of a successful campaign. We are confident of victory and proud of your performance.

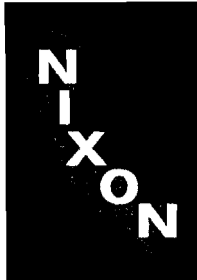
Best regards,

A handwritten signature in cursive script that reads "Chad".

H. C. "Chad" McClellan  
So. Calif. Campaign Chairman

P.S. Immediately after the election, we ask that you gather together the records of the campaign in your area. These should include the names of all of your volunteers, precinct sheets, reverse directories, etc. Please have this material packaged and ready for pickup by your field representative later in the week.





## NIXON FOR GOVERNOR

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

H. R. HALDEMAN  
Campaign Manager

September 12, 1962

Fellow Campaigner:

This week we start our final, all-out drive to win the governorship. And we will win!

I can report to you that Dick Nixon plans the hardest hitting, fastest moving, border-to-border campaign California has ever seen.

Just during the first four days, for example, he will cover 2,027 miles, meet with more than 40,000 people and make up to 12 appearances in a day.

One of the novel aspects I thought you would be interested in during this intensive campaign will be the people-to-people program. Dick plans to spend part of each campaign day taking his program directly to the voters whether they be on farms, in shops or factories.

Last week, for example, Dick was up at 4:00 A.M. to start four hours of early dawn campaigning in the giant produce markets of Los Angeles. As one produce man said, "That's the kind of hustler I want in Sacramento or even in my own business. He meets and understands people."

In the produce market, teamsters stopped their trucks and caused traffic jams as they leaped from the cabs to shake Dick's hand. The market is like a small United Nations, and workers around recognized and enthusiastically greeted Dick despite the darkness of early dawn.

The same thing happened a week earlier in smaller cities such as Susanville, Gilroy and Willows where Dick toured shops, supermarkets and food processing plants.

September 12, 1962

I've noticed that the thing which impresses many of those Dick meets is the keen knowledge he has of a variety of businesses and problems in their own area. He used to buy in the produce market, for example, for his father's store. And he knows the problems of grocery markets, small business and the like from his own personal experience in California.

One can't travel with Dick without catching the electric feeling that this is a winning campaign and that it is on the move.

Attached you will find a listing of the cities he will speak in during the first four day swing. Beyond that, let me emphasize the forthcoming unprecedented series of telethons. We need your help to build the audience for each of these because, as you know, the more people who see Dick the more who give him ardent support.

We were greatly disappointed by the panicky Brown runout on debates. It now appears that the telethons will be the top interest television appearances of the year.

The campaign is on the upswing, building enthusiasm as we join in support of the candidate who will make the Capitol a tower of respect and strong leadership. But we need everyone's all-out help -- now. Dick is working 18 hours a day carrying the issues to the voters. We too must make this a crusade to give California the governor it needs and deserves.

WIN WITH NIXON!



Bob Haldeman



*For Your Information*

## NIXON FOR GOVERNOR

*Northern California Office  
Suite 619-620, 525 Market St., San Francisco 5; DO 2-5576*

ANDREW DOWNEY ORRICK  
*Northern California Chairman*

October 12, 1962

MRS. F. J. HELLMAN  
*Northern California Vice Chairman*

*Vice Chairmen*

JAMES W. HALLEY  
MRS. RUTH N. WATSON  
MRS. ALICE K. LEOPOLD

\_\_\_\_\_  
WILLIAM M. SPENCER, JR.  
*Campaign Manager*

Dear

By now you should be well under way with the organization of your Operation Telephone.

Forms are enclosed for you to fill out. One for you to keep, the other to be returned to us promptly.

We have listed communities where we believe you will need to have phone banks. You may prefer other areas, but please let us know.

Have you selected a Locations Chairman to help you secure the use of free phones in Insurance, Stock Brokerage, Law or other offices, where several phones are located, during the evening hours and on Saturday?

George Gearn or one of our Field Assistants will be calling on you in the near future to discuss the program in detail.

Looking forward to hearing from you shortly.

Best wishes,

- WIN WITH NIXON -

\_\_\_\_\_  
Mrs. Ruth N. Watson

\_\_\_\_\_  
James W. Halley  
Campaign Division



For Your Information

# NIXON FOR GOVERNOR

Northern California Office  
Suite 619-620, 525 Market St., San Francisco 5; DO 2-5576

ANDREW DOWNEY ORRICK  
Northern California Chairman

October 11, 1962

MRS. F. J. HELLMAN  
Northern California Vice Chairman

Dear Community Chairman:

Vice Chairmen

The Nixon band wagon is rolling!

JAMES W. HALLEY  
MRS. RUTH N. WATSON  
MRS. ALICE K. LEOPOLD

You can help NOW! First sign up workers for Operation Telephone for November 1, 2, 3 and 5. Each volunteer should sign up for a three-hour period between the hours of 9 a.m. and 9 p.m. Give name, address, telephone number and date and time volunteer will work to your Nixon County Chairman as soon as possible.

WILLIAM M. SPENCER, JR.  
Campaign Manager

Second, recruit workers for Election Day work to get-out-the-vote. This work starts at 3 p.m. on November 6 and lasts until the polls close at 7 p.m. Give these names and addresses to your Nixon County Chairman by October 27.

Finally, we hope that you have been able to distribute campaign materials in your community. Contact your County Nixon Headquarters and secure copies of the reprint from the Reader's Digest. This article covers the section from "The Six Crises" on the Nixon's trip to South America. You should distribute these in your area.

This letter is being sent to 375 Nixon for Governor Community Chairmen in Northern California. If YOU take action now you will make a substantial impact on the Election results. We have a wonderful organization - NOW is the time to get the JOB DONE!

- WIN WITH NIXON -

*Ruth N. Watson*

Mrs. Ruth N. Watson

*James W. Halley*

James W. Halley

Campaign Division

P.S. Another reminder -- Dick Nixon will be on television. Be sure to get a group together to watch.

Sacramento: Tuesday, October 16 - 9:30 p.m. - 12:30 a.m.  
Channels 3 and 12

San Francisco Bay Area: Monday, October 22 - 9:30 p.m. - 12:30  
Channel 2

OPERATION TELEPHONE MEMO #2

TO: OPERATION TELEPHONE CHAIRMAN  
FROM: RUTH WATSON & JIM HALLEY  
Campaign Division, Nixon for Governor  
525 Market Street, San Francisco 5

SUBJECT: OPERATION TELEPHONE INSTRUCTIONS -- For calls to Republicans November 1 - 5

LOCATIONS: Please list the following on the enclosed form - Return to this headquarters as soon as possible.

1. Locations of Phone banks, i.e. Communities
2. Name and address of Chairman of each location
3. Number of calls planned from each location
4. Names of area chairman and supervisors for each location

CALLS: Have telephone numbers looked up for each Republican household. If it is split Republican-Democrat, call the Republican member of the household.

Only one call to a number unless residence is clearly a rooming house or apartment building with only one phone for several parties.

Divide areas by phone system, i.e., according to exchange, rather than by strict precinct borders, so as to eliminate necessity of making toll calls.

CALLERS: The callers should be solicited for 3 to 4 hour shifts. Many will be willing to work more than one day.

Supervisors should be asked to serve a minimum of 6 hours.

Have your schedule made in advance so that you have someone signed up to man each phone for the duration of the program. Most areas will call from 9 a.m. to 9 p.m., November 1 - 5.

POSTAL CARDS: In the rural areas where there are few phones, contact may be made by post cards, to be addressed in advance and mailed Friday, November 2. Text of message will be sent at a later date.

REMEMBER this project can WIN the election if we do a complete and thorough job. Be sure to follow all instructions carefully. DICK NIXON and our other Republican candidates are depending on us for Victory.

If you have any questions, please call.





For Your Information

## NIXON FOR GOVERNOR

*Northern California Office  
Suite 619-620, 525 Market St., San Francisco 5; DO 2-5576*

ANDREW DOWNEY ORRICK  
*Northern California Chairman*

MRS. F. J. HELLMAN  
*Northern California Vice Chairman*

October 12, 1962

*Vice Chairmen*

JAMES W. HALLEY

MRS. RUTH N. WATSON

MRS. ALICE K. LEOPOLD Dear

\_\_\_\_\_  
WILLIAM M. SPENCER, JR.  
*Campaign Manager*

You are one of the last counties to set up the Operation Telephone program. As you know, the entire Republican slate is depending upon the effectiveness of this program.

Would you please let us know the name and address of your Operation Telephone Chairman immediately. It takes considerable time to organize this program.

Regards,

- WIN WITH NIXON -

\_\_\_\_\_  
Mrs. Ruth N. Watson

\_\_\_\_\_  
James W. Halley  
Campaign Division



*file*

# NIXON FOR GOVERNOR

*Northern California Office  
Suite 619-620, 525 Market St., San Francisco 5; DO 2-5576*

ANDREW DOWNEY ORRICK  
*Northern California Chairman*

MRS. F. J. HELLMAN  
*Northern California Vice Chairman*

*Vice Chairmen*

JAMES W. HALLEY

MRS. RUTH N. WATSON

MRS. ALICE K. LEOPOLD

WILLIAM M. SPENCER, JR.  
*Campaign Manager*

October 17, 1962

TO: All County Chairmen and  
Headquarters Chairmen

Our band wagon is rolling!!! There should be room aboard  
for everyone.

All interested volunteers should be put to work. Your  
obligation is to be certain that they have adequate supervision  
and that their efforts are coordinated.

In the final weeks of the Campaign, material distribution is  
of major importance. The Campaign relies on your maintaining a  
complete supply of all necessary materials and also to see to it  
that these are distributed. We enclose a price list for your  
convenience.

You should now have working groups distributing bumper strips,  
pamphlets, buttons and other materials. In many cases these  
teams can be composed of Young Republicans, Nixonettes, TARS and  
others. Motivating and organizing their efforts is your job.  
Put them to work now!!! They should be an enthusiastic and  
effective arm of our Campaign.

- WIN WITH NIXON -

*Ruth Watson*  
Mrs. Ruth N. Watson

*James W. Halley*  
James W. Halley  
Campaign Division

June Ransom Stephens  
Northern California Nixonette  
Chairman  
115 Grover Lane, Walnut Creek  
Tel: (area code 415) 932-1343

To: County Nixonette Chairmen

It is the job of Nixonettes to create a spirit of excitement and enthusiasm for our outstanding Candidate. It is surprising how quickly this spirit spreads throughout the crowds.

Remember -- Nixonettes are a visible part of the Campaign --- we are "on stage". This is the part of the Campaign that is seen, we are live representatives of our candidate.

Voters cannot pick up enthusiasm from the many important "behind the scene" jobs, but the Nixonettes are the visual aid -- not just for our Gubernatorial candidate, but for the entire Republican ticket.

OUR CONTRIBUTION TO THE CAMPAIGN:

1. Be present whenever Mr. Nixon is campaigning in your county.
2. Pass out campaign materials before and after his appearance.
3. Assist the crowds after the rally (or other events) in forming the reception line to meet the Nixons.
4. Pass out campaign materials in shopping centers; sports events; and any place where a crowd is gathered.
5. If your county has a committee organized to get Nixon bumper strips on cars, offer the use of your Nixonettes. If no such committee exists, form it yourself. Be sure the girls get permission before putting the strips on. This is a fun project, and tremendously important.

QUICKEST WAY TO GET NIXONETTES:

1. Work through your Young Republican Clubs; ask them to be sure to include the College Federation YRs and Teen Age Republicans.
2. Contact local organizations for young ladies, encouraging them to participate in electing a "Decisive Governor"
3. Get publicity -- send in press releases and pictures of Nixonettes campaigning to the newspapers.

NIXONETTE OUTFITS:

1. Be sure to have the girls dress alike; here are our suggestions:
  - a. White blouses; navy blue or dark skirt; special decoration;
  - b. Dresses you have ordered specially;
  - c. Dresses of the girls choice - but of the same color so that they can be spotted as Nixonettes.
2. Special decorations to identify the girls as Nixonettes:  
Nixonette Kit (\$2.00 each)  
Consists of: cute little white hat; satin ribbon banner; pom-poms;  
little baskets to carry campaign materials.  
Order through Allied Service, 5419 So. Vermont, Los Angeles - PL 8-4141  
Shipments made within one day of receiving orders.

Hats only (75¢ each)

Order through Schwartz, 8372 So. Broadway, Los Angeles - PL 9-3134  
Shipments made within one day of receiving orders.

Ribbon Banners only (40¢ each)

Order through Ad-Art 1737 So. Vermont, Los Angeles - RE 4-2139  
Shipments made within one day of receiving orders.

3. If you are short on funds and/or time, dream up your own outfits. Very often this is more effective. Here are a few suggestions:

Paper hats from the Dime Store with Nixon Bumper strips on them.  
Wide ribbons in the girl's hair with big Nixon buttons pinned on.  
Crepe paper across their blouse, with bumper strips on them.

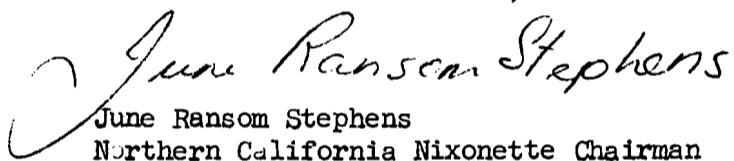
Get the girls together and use your own imagination -- we are sure you will come up with some cute ideas. (You might let me know what you dream up - so we can pass your creations on to other counties --- and also to use in future campaigns.)

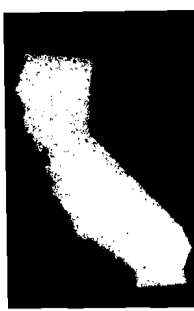
We do not want to lose a Republican Campaigner! We want the names and addresses (phone numbers, if possible) of each Nixonette, even if she can only participate at one event. Send these lists to me as you compile them, with supplement lists following. If it is more convenient, send them after the election. I would like the complete list by the first of December.

I have spoken to many of you and know that your program is well under way -- keep up the good work and continue building your Nixonettes.

REMEMBER - campaigns are won the last few weeks before Election Day - we have less than three weeks to go -- good luck -- any questions or suggestions please write or call me.

Yours for Political Action,

  
June Ransom Stephens  
Northern California Nixonette Chairman



# NIXON FOR GOVERNOR

*Northern California Office  
Suite 619-620, 525 Market St., San Francisco 5; DO 2-5576*

ANDREW DOWNEY ORRICK  
*Northern California Chairman*

MRS. F. J. HELLMAN  
*Northern California Vice Chairman*

*Vice Chairmen*

JAMES W. HALLEY

MRS. RUTH N. WATSON

MRS. ALICE K. LEOPOLD

WILLIAM M. SPENCER, JR.  
*Campaign Manager*

October 19, 1962

TO: Supervisors and Location Chairmen  
Operation Telephone

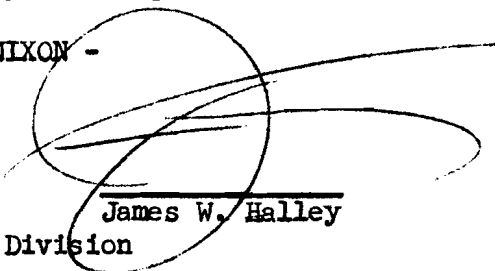
We are delighted that you have agreed to work on Operation Telephone in your county. This is an extremely important program and if effectively carried out can be the key to Election success.

Be sure that you recruit enough workers to man the phones for the four days of the Blitz.

Enclosed is your Operation Telephone insignia. The Nixon Bandwagon is rolling - keep up the good work.

- WIN WITH NIXON -

  
Mrs. Ruth N. Watson

  
James W. Halley  
Campaign Division

file

100-100-100-100

NIXON FOR GOVERNOR

To: Southern California County/Division/Community Chairmen  
From: Herbert W. Kalmbach  
Subject: Promotional Materials

We are receiving many requests for materials as well as inquiries about what new items will be made available for the General Election.

At present, we are almost completely out of the Primary materials and hope you will be patient with us if your orders are a bit delayed or sent in broken shipments. We are now in the process of preparing some new items and determining which of the old items we shall continue to stock.

Just as soon as we replenish our stock, we plan to send a basic supply of each item available, together with costs, to every community headquarters and to the chairmen of those communities where no headquarters has as yet been established.

Meanwhile, if you have any suggestions on how our campaign materials or their distribution can be made more effective, please send them to me, and we shall be happy to consider them in our planning. I'm sure, however, you realize that we receive many conflicting opinions and it is impossible to act on all of them.

INTER-OFFICE MEMORANDUM

Nixon for Governor

To: ROSE

Date: 10/27

From: DEAN

Subject: Mailing

Distribution: L. and C., Maria Jones, J. Belmont, C. McAllen, Mail Office,  
L. Nixon, Ed Clavin, Robert Wright.

This was sent to all Southern California Headquarters, 130.



## NIXON FOR GOVERNOR

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

To: All County and Community Nixon Headquarters  
From: D. G. Kanode  
Re: Billing for Comprehensive Insurance Coverage

A few weeks ago, Mr. H. R. Haldeman, State Campaign Manager, sent to each County and Community Nixon Headquarters a letter explaining the comprehensive liability insurance policy which has been procured, expiration date - November 15, 1962, covering each Nixon Headquarters and office throughout the State against automobile as well as on-premise liability. The cost of this protection must be underwritten in part by each Nixon Headquarters. The full premium cost is based upon the number of Headquarters covered, with the pro rata share being ten (\$10.00) dollars per headquarters. A statement has been prepared and set forth below.

To assure credit to the local Headquarters when payment is made, Mr. Haldeman has requested that all payments and communication be directed to me, D. G. Kanode, in the envelope provided.

If your Headquarters have adequate coverage through other sources, please send this information to me so that steps can be taken to prevent over charge by the insurance firm.

If your Headquarters is one of the many which has already returned the premium payment, may I take this opportunity to thank you for your cooperation.

WIN WITH NIXON,

A handwritten signature in cursive script that reads "D. G. Kanode".

D. G. Kanode

---

(Please make check payable to Nixon for Governor Finance Committee)

Full share payment of cost of comprehensive liability coverage  
(Policy No. 33AL 31661); expiration date 11/15/62 \$10.00





Central  
August 21, 1962

Central

August 21, 1962

Mr. Donald McLarnan  
135 South Norton  
Los Angeles, California

Dear Don:

Herb Kalmbach has told me of his conversations with you relating to the ways and means by which we could enlist your services in a position of heavy responsibility in the Nixon campaign. I couldn't be more pleased, Don, that you have accepted the appointment as Central Division Chairman of Los Angeles County. Your appointment in this vital position for the general campaign demonstrates our confidence in your willingness and capacity to lead the Nixon campaign to an overwhelming victory in your Division in November.

It is my understanding that you will meet with your assigned field representative, Brack Hale, within the next few days to review the status of our organization in the Central Division and to then appoint your local leadership, including community chairmen, for the forthcoming campaign. In addition to the appointment of community chairmen and others, we ask that you appoint a Central Division Finance Chairman to assist you throughout the campaign.

We have been receiving inquiries relative to the activities to be carried on within Nixon headquarters through the general election campaign. Before a listing is made of suggested activities, it might be well to state policy as regards these offices:

(a) Each headquarters, whether county or community, must be self-supporting, i.e., the money needed to operate the office must be raised within the county or community.

(b) Each county and community Nixon committee shall determine policy on the use of the local Nixon headquarters by the other Republican candidates.

Within the framework of the above two policy statements, it is suggested that the following activities be carried on in each headquarters through the general election campaign:

(a) Recruit Nixon Campaign Volunteers

Voters can be recruited to work in the campaign as they drop by the headquarters to ask questions, pick up literature, etc. Also, the telephone should be used to follow up suggestions and to make cold calls to enlist volunteers.

(b) Meetings

The Nixon headquarters is the logical meeting site for the many groups concerned with the campaign. As local conditions permit, the headquarters should be offered to the other candidates' organizations and Republican Party groups as a meeting site and liaison point.

(c) Writing Telephone Numbers of All Registered Voters Onto Precinct Sheets

This activity is a necessary prelude to the later Democrat and Decline to State voter canvass and "Operation Telephone" activity. Reverse directories are used where available and the telephone number of every registered voter is written onto the local precinct sheets.

(d) Bumper-Strip Programs

A bumper strip program should be immediately initiated in each headquarters. One suggestion is to appoint college and high school Nixon volunteers as captains of bumper sticker teams 1, 2, 3, etc. These captains will then have the responsibility of recruiting nine other youths to complete a team of ten. The production record of each team (i.e., the number of stickers actually placed on cars) should then be posted in the headquarters.

(e) Literature, Pins, Jewelry

Campaign literature, pins, and jewelry items should be available in each headquarters. Proceeds from contributions for jewelry items can provide an additional source of revenue for the underwriting of "Operation Telephone" and other costs of headquarters operation.

(f) Liaison

Close coordination with the local party organization must be one of our primary objectives. Each Nixon headquarters can serve as the local contact and liaison point with the local party organization.

Every effort should be made to enlist all Republicans in the campaign. On your own initiative, you should contact and recruit former Shell supporters -- not only will such action do much to insure a maximum Republican turnout at the polls on November 6th, but such may well result in the obtaining of mailing lists and possible additional headquarters sites.

As stated in (f) above, every Nixon chairman should establish close and cordial relations with the Republican chairman in his county, division or community. Specifically, all Nixon workers who are Republicans should be encouraged to take a position in the Republican precinct organization as a precinct captain, block worker or deputy registrar or even at a higher level while continuing to be active in the Nixon organization. There is no reason why a person cannot be active in both organizations, and we have agreed to try to provide additional manpower to the precinct organization.

Nixon workers who are Republicans but who do not want to accept a definite assignment in the precinct organization should be encouraged to at least help the precinct organization one or two evenings or afternoons a month by joining in a door-to-door registration canvass under the supervision of the precinct organization. No activity is more important to the success of the Nixon campaign.

Nixon workers who are not willing to go door-to-door should be asked to help with the registration drive by preparing registration cards for the canvassers as described in the precinct captain's handbook. This can be done at home or at a headquarters.

If the precinct organization advises us that there are some precincts which will not be covered door-to-door, we should conduct a telephone registration canvass in those precincts. This is done by comparing precinct sheets with reverse directories with the aid of precinct maps. The precinct organization has detailed instructions for each phase of this type of campaign. This activity should be undertaken only if sufficient volunteers are available and is not part of the campaign "Action" program.

Every Nixon county, division and community chairman should immediately determine whether there is a Republican precinct organization in his county, division or community and whether it is conducting a registration drive. If none is being conducted, the Nixon organization should assume the initiative and get one started immediately. Registration closes September 13, and it is imperative that we register all possible Republicans in the Central Division on or before that date.

Mr. Donald McLarnan  
August 21, 1962

page four

Every Nixon community chairman should start to compile a list of Nixon workers who are not members of the precinct organization but who are willing to go door-to-door on election day and turn out the vote. Beginning in September, their names should be given to the Republican precinct organization so they can be given Victory Squad assignments. No other job is more important on election day.

One of the main activities in the "Action" program is "Operation Telephone." This activity involves the telephoning of all Republicans, "friendly Democrats" and "Decline to States" on November 1, 2, 3 and 5. To lay the groundwork for this activity, Nixon community chairmen should have the telephone numbers of all voters put on all precinct sheets. This is a time consuming operation and as stated in (c) above should be started immediately.

Workers in increasing numbers will be volunteering for positions in the Nixon organization, especially after Labor Day. It is the responsibility of every chairman to set up an efficient procedure for welcoming all volunteers and promptly giving them assignments. Nothing ruins morale more than to volunteer and not be put to work.

Every community chairman should give his county or division chairman a report on the status of his organization. This should include the number of workers recruited and the names, addresses and telephone numbers of the people who have assumed major responsibilities, such as telephone chairmen, etc. The report should also describe what activities are being conducted and the address and telephone number of the community headquarters, if any. It should also describe any problems on which assistance is needed. The reports should be passed on by the county and division chairmen to the Field Director at 3950 Wilshire Boulevard in Los Angeles.

As Herb has told you, we will operate without the Los Angeles County Chairman for the general campaign. Instead, I'll be working directly with you and the other division chairmen in this key county area. Within the next few days, you will be formally invited to attend our Southern California Leadership Seminar which is to be held at the Statler-Hilton Hotel in downtown Los Angeles on Saturday morning, September 8th. Thereafter, we will begin meeting on a weekly basis to discuss our plans and programs and to coordinate our activities.

Mr. Donald McLaman  
August 21, 1962

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Thank you again, Don, for accepting this important and responsible post in the campaign. I am looking forward to working closely with you over the weeks and months just ahead which I know will culminate in victory for Dick Nixon.

Cordially,

Harold C. McClellan  
Southern California  
Campaign Chairman