

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>
63	3	08/16/1962	Memo	To: Charlie Farrington From: Dorr Walsh Re: Nixon Telethon. Attached: Note to Bob Haldeman. 2 Pages.
63	3	08/06/1962	Memo	To: Paul W. Keyes From: Rose Mary Woods Re: Memo - June 1 - Telethons. 1 Page.
63	3	06/28/1962	Letter	Thank you response flyer for a persons reaction to the May 29th Telethon. 1 page.
63	3	06/28/1962	Memo	To: Rose From: Sammy Re: Mailing. 1 Page.
63	3	n/a	Memo	List of Contributors Attached: Note from the desk of Bob Haldeman. 5 Pages.
63	3	06/25/1962	Memo	To: Charles Farrington Jr. From: Bob Haldeman Re: Telethon Questions. 1 Page.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
63	3	06/01/1962	Memo	To : Research Department From: Bob Haldeman Re: Profile of Questions pertaining to the telethons. 1 Page.
63	3	06/13/1962	Memo	To: Lou Quinn From: Bob Haldeman Re: Pledge follow-ups - Telethon. 1 Page.
63	3	06/11/1962	Memo	To: J.R. White From: Bob Haldeman Re: Telethon checks and receipts. 1 Page.
63	3	06/11/1962	Memo	To: Maurice Stans From: Bob Haldeman Re: Question on Caracas. 1 Page.
63	3	05/09/1962	Memo	Nixon Telethon Locations and total amount raised at each location. 2 Pages.
63	3	05/09/1962	Report	Nixon Telethon Newspaper Support Primary List. 2 Pages.
63	3	05/09/1962	Report	Nixon Telethon Newspaper Support Secondary Markets. 4 Pages.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
63	3	06/16/1962	Memo	To: Charles Farrington Jr. From: Bob Haldeman Re: Thank-you cards for all those who sent in questions. 2 Pages.
63	3	06/05/1962	Memo	To: Robert White From: Charlie Farrington Re: Telethon. 2 Pages.
63	3	06/04/1962	Letter	To: Milton H. Esberg Jr. From: Bob Haldeman Re: Reactions to the telethon. Attached: Letter to Bob Haldeman From: Milton Esberg Jr. and Letter To: Richard Nixon From: Blank 3 Pages.
63	3	n/a	Memo	List of tapes and their contents. 6 Pages.

August 16, 1962

Memo To: Charlie Farrington
From: Dorr Walsh
Re: Nixon Telethon

Bob - Jy & and follow-up re last TP

Today I have cleared the following:

- KFRE-TV Fresno 9:30 to 12:30 Friday, October 12
- KCRA-TV Sacramento 9:30 to 12:30 Tuesday, October 16
- KTVU San Francisco 9:30 to 12:30 Monday, October 22
- KCOP Los Angeles 9:30 to 12:30 Friday, October 26

I have tentative approval on:

KSBW-TV) Salinas-Monterey 10 PM to 1, Monday, Sept. 24
KSBY-TV)

We may be able to start as early as 9:30.

KERO-TV Bakersfield 9:30 to 12:30, Friday, Oct. 5

(confirmations due August 17th)

|| As you know we were not to contact a station in San Diego, ||
until Headquarters reached Mr. Jack Wrather, owner of KFMB-TV.
Please keep us advised as assoon as possible.

DWdp

Dorr Walsh
Dorr Walsh

Bob -

re: last paragraph -

I gather this has been worked out - thru
Wrather and Whitney -- but I need details
to give Dorr Walsh.

*He has them
H.*

Nixon for Governor

To: Paul W. Keyes

Date: August 6, 1962

From: Rose Mary Woods

Subject: Memorandum - June 1 - Telethons

Distribution: Haldeman, Keyes

In preparing for future telethons this Fall, the Boss has been looking at your memorandum of June 1. He appreciated your comments with regard to the telethon and for the most part agreed with your suggestions. However, he completely rejects your suggestion on the handling of the questions.

He wants them to be handled as they come in. While this does not make for as smooth an operation and some subjects he may want to cover may be left out, he thinks the only fair way to do this is to take the questions of the listening audience as they come in.

Thank You!

The response and reaction to our May 29th Telethon has been most gratifying, and I wanted you to know of my appreciation for your interest and participation in its success.

As we move into the final campaign, which promises to be the hardest fought in California's history, I hope we can continue to count on your fine support and assistance in our drive for victory in November.



June 28, 1962

Dick Nixon



INTER-OFFICE MEMORANDUM

Nixon for Governor

To: **Rose**

Date: **June 28,**

From: **Sunny**

Subject: **Mailing**

Distribution: **Lois, M.M., Doris, H. & J., Lou Quinn, Dorothy Wright.** ✓

Mailing sent to 3,500 Monday, July 2, 1962

CONTRIBUTORS

Matta Hollenback
Mr. & Mrs. Don Frisbee, Sr.
Mrs. Ruth R. Mickle
Mr. John A. Deadrich III
R. H. Webb
Leonhardt Swingle
Janet Croft
Mrs. Edward Moffat
Gladys Osborn
Alice Hay
R. E. Douglas
Helen L. Haskell
Darryl S. Pruner
Bessie H. Turner
Ellen Ebers
Mrs. Eleanor Stoddard
Dwight M. Etter
Edward F. Meyers
Mrs. Elisabeth B. Brunn
Helen R. Raysor
Margaret L. Lloyd
Carolyn Bishop
Mrs. Floyd T. Winslow
W. J. Smith
Nina Masson
Irving D. Gibson
Mrs. Irene E. Tapper
C. R. Hitchcock
M. C. Steffen
Wayne A. Schley
George Lewis
Annette T. Mitchell
Alfred & Olga Cox
Myles H. Thompson
M. D. Morrison
Beverly & Donald Newmann
R. W. McCotter
Charles H. Lewis, M.D.
Julian Knutson, M.D.
Royal R. Pullen
Mrs. Dan Fletcher
Nina Dene Crawford
Hazel T. Lane
Edna Arneberg
Leon A. Johnston
Mr. & Mrs. Gordon Hunt
Maria Geier
Miss Mabel L. Calvert
Christine A. Vaughan
Paul H. Rauch
Vivian I. Tewksbury

Mrs. Roberts V. Garrigues
Mr. & Mrs. James Thackray
Ruth L. Hoover
Helen Wilson Jones
Ina M. Godfrey
Charles K. & Frances Taubert
Kirt G. Parks, M.D.
Mrs. Mac Du Free
Everett H. Roan
Maxine Clifton
Ina M. Godfrey
Grace Palmatier
R. M. Viloris
Florence M. Prather
Virginia Pallsais, M.D.
Virginia Mae Anson
Mrs. Pearl Sandifur
Homer C. McCullough
Mrs. Thelma Risley
Maude Straine
Mary Frances Gillan
Nellie M. Porter
Elwood Murphy
Mrs. P. W. MacDonald
Dr. H. S. Brown
W. C. Chestnut
Mrs. Evelyn T. Caulk
Mrs. Katharine Thomas
Mrs. Grace D. Wallace
Mrs. Glenn A. Stackhouse
Mrs. Robert Walters
Mrs. Anna Poncin
Beverly Peterson
Donald F. Collins
Harry T. Vanley
Mrs. Everett Noe
M. V. Ford
Kathleen Westermeye
Filomena Pangoni
Mrs. Frances E. Kemp
Dr. & Mrs. Gordon A. Abbott
Frank & Meda B. Soares
M. Madie Day
Mrs. Carolyn Jones
Grace M. Bonesteel
Marguerita Geier
Kendall H. McAllister
Robert L. Marsh, M.D.
Elizabeth K. Priseler
Eva O. Schley
Geo. Nichols

Ida belle Hunton
Ed Vierheilig
Mrs. Vera Justin
Mrs. Katherine R. Irvine
Margaret Meredith
Bertha C. Peters
Barbara E. Stanton
Julia P. Alexander
Mrs. Dorothy E. Gilmore
John Willingham
Herbert Herr
Mrs. Susie Sheldon
Carl E. Dahlsan
Louise Knox
Charles A. Zweng
Lillian V. Breed
Marilyn O'Brien
Elmer E. McClelland, M.D.
J. Lee Gregg
Harold C. Stephenson
Mrs. Josephine H. Johnson
Robert E. Elliott
Mrs. Harry Howarth
Paul Woodward
Vern Lee Mizer
Ruth & Frank Herbert
Ronald L. Hartman
John F. Heitz
Carolyn Bishop
R. M. Slipke
Charlotte Jarecki
Louis Wirth
Ruth Paine
Jane G. Carmichael
Mrs. James Wood
Geraldine J. Mettier
June S. Norris
Robert S. Spangler
Mrs. Marian S. Shaw
Miss Bertha J. Noltmier
Mrs. John Essick
C. Stuart Perkins
Jean Louis Hill
Roger D. Hoff
Ward W. Webb
Frank T. Miles
Mrs. Russell M. Kelly
H. W. Payne
Jean E. Jones
Robert L. Garrison
Ethel Ellingson
Mildred S. Hansen

Marilyn M. Moffatt
Lillian Ector
L. M. Nash
Miss Britt Bittinge
Mrs. Bertha Mae Elder
Percy T. Burt, D.M.D.
Mary M. Joy
Arline N. Welsh
Jeannette Brand
Agnes Dubert
Mrs. Irving J. Hancock
Philip Solin
H. C. Bolter
C. N. Stansbery
Mrs. Robt. Landreth
Susan Stedelman
Amelia Reinhart
Arthur L. Hudson
Mrs. E. P. Spangler
Jean Boyar
Miss Diane L. Verge
Mrs. Jessie Menges
Dr. Hopkins
Bill Wattenberg
E. S. Somerville
Helen Elroy
Joseph C. Lauro
E. M. Butler
Mrs. Marvin Holt
Kathleen Dixon
Lucille Beatty
Joseph C. Hickinbotham III
Lillian Bradley
Mr. & Mrs. John Boetcher
Mrs. Lorena Blott
Mr. Coppinger
Nancy Sturtevant
Ettore Di Giandomasso
Jessie Crawford
Mrs. David T. Simons
Mrs. Mabel C. Woglum
Mrs. Lee Packard
Mrs. Eleanor Stoddard
Charles S. Edwards
Carl Tancker
Walter J. Herbert
Sidney Hoedemaker
Mrs. Arthur A. Tennyson
Peter C. Latsis
Hugh Innis
Edwin W. Thomas
Mary E. Watwood

Mrs. Roberta Nixon
Mr. & Mrs. Eugene Nowlan
Mr. & Mrs. Norman Burrows
F. Fleischhacker
Ruth Cohen
Mrs. Charles T. Toney
Dr. & Mrs. S. F. Hogsett
Ray Sloan
Mrs. Irene R. Scott
Herb Twitchell
Mrs. Mary L. Norris
Mr. Thomas
W. B. Warren M. D.
Seymour Morrow, D. D. S
Mrs. H. M. Baldrige
Ruth McPhail
M. Blanche Redmond
Katherine R. Irvine
Mr. Bob Bum
Mrs. F. G. Pagoni
Ed Vierheilig
Robert K. Schwartz
Mrs. Edw. S. Berry
A. J. Dietsch
Nat W. Brown
J. H. Hull
Mrs. Mary M. Barden
Robert J. Henrierson
Mrs. Grace D. Huchemayer
Clarissa S. McElhannon
Mrs. Myrtle L. Noble
Joseph A. Egri, Jr.
J. T. Hill
Mrs. Robert W. Myers
Sally E. Sax
Paul Grant Jenkins
Jessie M. Cole
Mrs. Oliver D. Brown
M. V. Ford
Florence H. Fortson
Forbes King
Mrs. Pearl L. Anderson
Mrs. A. M. Mann
T. H. Johnson
Miss M. Blanche Lyons
Mr. & Mrs. H. Swenets
Mr. & Mrs. Paul Ober
Mrs. Edith G. Burt
Robert R. & Helen S. McElhose
Mrs. Natalie N. Phillips
Christopher Wise
Evalene E. Rempel
Clarence E. DeWitt
Fred Weytret
Robert E. Lewis
Lue Minor Drake

Elden V. Soper
Emma P. Spinden
Mr. & Mrs. Joel H. Ellis
Leah J. Jeffries
Mrs. Bertha A. Tyree
Walter G. Case
Victor S. Hogen
Mr. & Mrs. Harold Smedal
Josie Taylor
Mrs. Grace G. Bent
Charles E. Patterson
Emile L. Meine Jr. M. D.
Mrs. Frances E. Harroe
Mabel McEane
Harry A. Abramson
Margaret Mata
Joseph Sardella
Miss Carol Rossi
Virginia Pollais, M. D.
Dan H. Willbee
Edythe M. Novak
Merle C. Overholtzer
Ethel Meers
Leland S. Holcomb
Madalin Gephart
T. W. Nielsen
Monroe Richman, M. D.
Sylvia James
Evelyn Crane
Marvin Church
Irene C. Balfour
Norma Ensign
Lillian Perry
Etna M. Bailey
James Balsdon
Hazel C. Hanzel
Peter Skipper & Ann Skipper
Mrs. Anna G. McPhail
Elizabeth Stone
John R. Strongron
J. Hilda Harrison
Anne M. McPherson
Cameron Taylor
Maryen B. Johnson
Clara Manley
M. Florence Stahlen
Dorothy Vaalar
Mrs. Jack A. Cornick
Mr. & Mrs. Barry Ives
Frank O. & Ethel Peterson
Mr. F. A. Torrillo
K. M. Masters
Mr. & Mrs. Earl Stevens
B. Carl & Sandra Ellis
Miss Martha D. Theiss
Days Crawford

Eva M. Bracken
Earl L. Russell, D. D. S.
Earl & Hazel Oldberg
Clara M. Anderson
Frieda Seiter
Blanche S. McLellan
Dr. Henry H. Hart
Mrs. Janel L. Schwarz
Paul & Fern Larsen
Frances H. Turnquist
Mrs. Jessie Manges
Madeline M. Olsen
Mrs. W. Wallace Hogle
J. Edgar Aderson
John Mark Larson
Chester & Anita Garrett
Rudy Schaffer
Mrs. Marie T. Kemper
Vanessa Miller
Charles A. Zweng
Mrs. Elisabeth MacGibbon
W. M. Toole
Mercedes Darrah
Mrs. Evalyn W. Casper
Jean M. Fuller
Helen G. Towns
Miss Madeline Smyth
Vanda E. Olson
Dr. Robert O. Johns
Dr. H. Chester Moore
George J. Kovell
Eva Buffum Frits
Neva C. Wray
Mangye Spicer
Thomas L. Lode
George J. Palhill
D. Le Roy Leartart, O. D.
William A. White

Eve Melchior
Mary G. Volkman
Gary Rhule
Marie Teter Colum
Mr. & Mrs. Leon A. Johnston
Donald K. Fellows
Mr. & Mrs. J. K. Piles
Louis Leigh
Edgar Gore
Della B. Maxwell
Henrietta Bennis
Estelle M. Crawford
Eleanor Valois
Mabel B. Alexander
Thomas E. Blissard
Joe Donato
Mrs. Maxie Myers
Mrs. Helen Read
Keith W. Jacob
Mrs. Irene Corliss
Mrs. Carl E. Hunter
Joseph McCord
John H. Woolsey, M. D.
Gertrude Steinborg
Mrs. W. L. Forward, Sr.
Helen S. Gause
Miss Ida Stelling
Eldora L. Stoneman
Virginia F. Schurs
Mrs. Elwin H. Service
Grace D. Rogers
Janet Wagner
Christine Fishell
Mr. & Mrs. H. J. McQuigg
Beatrice D. Cornwall
Leonard DiMicali
Mabel I. Yates

file

Teletthon cash
Contributors

List #,
from Statewide
Committee

BOB HALDEMAN

Charles Farrington, Jr.

6-25-62

Bob Haldeman

Telethon Questions

As soon as all envelopes are addressed for the thank-you card going to Telethon names, will you see that the questions are boxed and forwarded to Agnes Waldron at Research? In addition to those where addresses were supplied, there is another box in my office which contains questions where no address was provided. These should be included in the lot to go to Agnes.

Agnes plans to run a rough profile on the questions mailed and phoned in to get a general tally of how they break down by general subject area.

Research Department

6-1-62

Bob Haldeman

I think it is important that we run a rough profile on the questions mailed and phoned in for the Telethon. In other words, we should get a general tally of how the quantities break down by general subject area.

The questions themselves are in a box out here and whenever you are ready to get at this, please let me know.

✓File: Public Relations - Telethon
x Research Staff Memos
x date

Lou Quinn

6-13-62

Bob Haldeman

Pledge follow-ups - Telethon

Attached are Telethon pledges \$50.00 and over. It would seem to me these are worthy of a follow-up. Will you do the needful?

✓ File: P.R. - Telethon (folder)
x Finance - Fund-raising (folder)
x date

J. R. White

6-11-62

Bob Haldeman

TELETHON

Enclosed herewith checks totaling \$915.50 plus \$1.00
cash, ~~Telethon receipts through this date.~~
contributions to Win With Nixon Telethon.

Mr. Maurice Stans

6-11-62

Mr. Bob Haldeman

Maury:

Attached is the question on Caracas submitted during the Telethon, with the pledge of \$1,000 if answered satisfactorily.

I am also enclosing the transcript of that portion of the tape, giving you Dick's verbatim answer.

Would you want to test this one out with a follow-up letter over your signature?

File: P.R. - Telethon
x date

NIXON TELETHON
 May 29, 1962 - 9:00 PM - 1:00 AM

(Status
 5/9/62)

⊕ ⊕ ⊕ ⊕ ⊕

LOS ANGELES

KTTV -	9:00 - 10:00 PM	\$13,280	Time	\$7,000
	10:30 - 1:00 AM		Pre-emptions	\$6,280
KTLA	9:00 - 10:00 PM	\$12,290	Time plus pre-emptions	
	10:30 - 1:00 AM			
KCOP	9:00 - 1:00 AM	\$7,000	Total	

OAKLAND

KTVU	9:00 - 1:00 AM	\$3,867	Time plus pre-emptions	
------	----------------	---------	------------------------	--

SAN DIEGO

KOGO-TV	10:00 - 11:00 PM	\$1,823	Time plus pre-emptions 2½	
	11:30 - 1:00 AM			
KFMB-TV	11:30 - 1:00 AM			
XETV	Delay			

SACRAMENTO

KCRA	10:00 - 11:00 PM; 11:30 PM-1:00 AM	\$3,048	Time plus pre-emptions	
KXTV	9:00 - 1:00 AM (May 31st)	\$4,118	Time plus pre-emptions	
KOVR	9:00 - 10:00 PM; 11:00-1:00 AM	\$2,500	Time plus pre-emptions	

FRESNO

KMJ-TV				
KFRE-TV	9:00 - 1:00 AM	\$2,000	Total	
KJEO-TV	9:00 - 1:00 AM	\$2,303	Time plus pre-emptions	

BAKERSFIELD

KBAK-TV	9:00 - 1:00 AM	\$1,250	Time plus pre-emptions	
KERO-TV				
KLYD-TV				

CHICO

KHSL-TV	9:00 - 1:00 AM	\$725	Time plus pre-emptions	
---------	----------------	-------	------------------------	--

REDDING

KVIP-TV	9:00 - 1:00 AM	\$1,053	Time plus pre-emptions	
---------	----------------	--------------------	------------------------	--

SANTA BARBARA

KEY-T

Nixon Telethon
5/9/62

Spots start Tues May 15 =

Cash due for 1st week May 14 25,000

TOTAL

Los Angeles	13,280
Oakland	3,867
San Diego	1,823
Sacramento	2,500
Fresno	2,000
Bakersfield	1,250
Chico	725

Full payment for time due May 21.

\$25,445.

Time	26,000	26,000
Production		
Fee	5,000	
Studio	6,000	
Lines	6,500	17,500
Advertising		<u>7,000</u>
	Total	50,500
Mailing	4,000	
Reserve	5,500	<u>60,000</u>

NIXON TELETHON
NEWSPAPER SUPPORT
PRIMARY LIST

May 9, 1962

		<u>Circulation</u>	<u>Inch Rate</u>	<u>Cost 2c x 10"</u>
<u>San Diego Area</u>				
San Diego	Union Tribune	224,890	\$11.90	\$238.00
<u>Bakersfield Area</u>				
Bakersfield	Californian	43,524	2.94	58.80
<u>Fresno Area</u>				
Fresno	Bee	112,104	6.30	126.00
<u>Sacramento Area</u>				
Sacramento	Bee	168,450	7.70	154.00
	Union	62,649	3.92	78.40
Stockton	Record	58,538	3.36	67.20
<u>San Francisco-Oakland Area</u>				
San Francisco	Examiner	278,173	23.10	462.00
San Francisco	Chronicle	300,131	23.10	462.00
San Francisco	News-Call Bulletin	201,422	21.28	425.60
Oakland	Tribune	209,200	10.78	215.60
San Jose	Mercury News	132,025	7.14	142.80

NIXON TELETHON
NEWSPAPER SUPPORT
PRIMARY LIST

May 9, 1962
Page 2

		<u>Circulation</u>	<u>Inch Rate</u>	<u>Cost 2c x 10"</u>	
<u>Chico-Redding Area</u>					
Chico	Enterprise-Record	13,872	\$1.96	\$39.20	
Redding	Record-Searchlight	16,185	1.96	39.20	
<u>Santa Barbara Area</u>					
Santa Barbara	News-Press	31,466	3.78	75.60	
<u>Los Angeles Area</u>					
Los Angeles	Times	750,000	24.50	490.00	
	Herald Examiner	650,000	25.90	518.00	
Long Beach	Independent Press Telegram	147,457	9.66	193.20	
San Bernardino	Sun Telegram	64,497	4.20	84.00	
Riverside	Press Enterprise	54,106	4.61 *	92.20	No C.D.
Santa Ana	Register	67,185	5.18	103.60	
				\$4,065.40	

NIXON TELETHON
NEWSPAPER SUPPORT
SECONDARY MARKETS

May 9, 1962

		<u>Circulation</u>	<u>Inch Rate</u>	<u>Cost 2c x 10"</u>
<u>Sacramento Area</u>				
Modesto	(See Fresno Area)			
Lodi	News-Sentinel	7,737	\$1.40	\$28.00
Turlock	(See Fresno Area)			
Marysville-Yuba City	Appeal Democrat	13,761	1.82	36.40
Roseville	Press Tribune	3,337	1.50	30.00
Woodland	Democrat	5,835	1.54	30.80
<u>San Francisco-Oakland Area</u>				
Alameda	Times-Star	9,112	2.50	50.00
Berkeley	Gazette	15,503	2.52 No C.D.	50.40
Hayward	Review	27,951	2.52 No C.D.	50.40
San Leandro	News	9,462	2.50	50.00
Sunnyvale-Mountain View	Standard Register Leader	9,736	1.68	33.60
Redwood City	Tribune	19,834	2.38 No C.D.	47.60
San Mateo	Times & News Leader	30,177	3.50	70.00
Antioch	Ledger	5,180	1.26	25.20
Concord	Transcript	8,054	1.82	36.40
Pittsburg	Post-Dispatch	5,739	1.33	26.60
Richmond	Independent	31,976	3.64	72.80
Vallejo	Chronicle & Times Herald	51,277	4.06	81.20
Petaluma	Argus Courier	5,293	1.65 *No C.D.	33.00
San Rafael	Independent Journal	29,209	2.80	56.00

* Agency Commission Added

NIXON TELETHON
NEWSPAPER SUPPORT
SECONDARY MARKETS

May 9, 1962
Page 2

		<u>Circulation</u>	<u>Inch Rate</u>	<u>Cost 2c x 10"</u>
<u>San Diego Area</u>				
El Cajon	Valley News	10,620	\$3.08	\$61.60
Escondido	Times-Advocate	9,837	1.68	33.60
Oceanside	Blade-Tribune	8,614	2.50	50.00
 <u>Bakersfield Area</u>				
 <u>Fresno Area</u>				
Modesto List Fresno & Sacramento Station	Bee	36,697	3.50	70.00
Turlock List Fresno & Sacramento Station	Journal	5,207	1.26	25.20
Merced	Sun-Star	13,076	1.75	35.00
Madera	Tribune	4,215	1.26	25.20
Hanford	Sentinel	7,509	1.68	33.60
Visalia	Times-Delta	10,478	1.68	33.60
Tulare	Advance-Register	5,209	1.26	25.20

NIXON TELETHONNEWSPAPER SUPPORT

May 9, 1962

Page 3

SECONDARY MARKETS

		<u>Circulation</u>	<u>Inch Rate</u>	<u>Cost 2c x 10"</u>
<u>Chico-Redding Area</u>				
Corning	Observer	-	\$.98	No C.D. \$19.60
Red Bluff	News	5,521	1.33	26.60
Willows	Journal	3,033	1.26	25.20
Yreka	Siskiyou News	3,359	.98	No C.D. 19.60
<u>Santa Barbara Area</u>				
Santa Maria	Times	11,802	1.96	39.20
Oxnard List Santa Barbara & L.A. Station	Press-Courier	14,000	2.14 *	No C.D. 42.80
Ventura List Santa Barbara & L.A. Station	Star Free Press	24,027	2.24	44.80
<u>Los Angeles Area</u>				
Ventura	(See Santa Barbara Area)			
Oxnard	(See Santa Barbara Area)			
Corona	Independent	3,863	1.25	No C.D. 25.00
Colton	Courier	3,016	1.25	25.00
Fontana	Herald-News	4,979	1.68	33.60
Ontario-Upland	Report	21,430	2.38	47.60
Redlands	Facts	6,001	1.65 *	No C.D. 33.00
Anaheim	Bulletin	8,395	2.47 *	No C.D. 49.40
Costa Mesa	Orange Coast Pilot	15,981	2.10	42.00
Fullerton	News-Tribune	15,762	2.24	44.80

* Includes Agency Commission

NIXON TELETHON
NEWSPAPER SUPPORT
SECONDARY MARKETS

May 9, 1962
Page 4

<u>Los Angeles Area (Continued)</u>		<u>Circulation</u>	<u>Inch Rate</u>	<u>Cost 2c x 10"</u>
Garden Grove	News	20,053	\$2.80	\$56.00
Orange	News	8,395	1.54	30.80
Alhambra	Post-Advocate	12,872	1.96	39.20
Burbank	Review	4,950	1.61	32.20
Culver City	Star News & Venice Vanguard	7,588	1.81 * No C.D.	36.20
Glendale	News Press	20,625	3.40	68.00
Huntington Park	Signal	25,009	3.78	75.60
Inglewood	News	12,097	1.82	36.40
Los Angeles	Citizen News	36,585	5.74	114.80
Monrovia	News-Post	8,246	1.82	36.40
Pasadena	Independent Star-News	61,340	5.60 TV Rate	112.00
Pomona	Progress Bulletin	32,213	2.80	56.00
San Fernando	Valley Times Today	49,637	4.90 No C.D.	98.00
San Gabriel	Valley Tribune	48,000	4.20	84.00
San Pedro	News Pilot	15,329	1.89	37.80
Santa Monica	Outlook	28,573	2.80	56.00
Torrance-Redondo Beach	Breeze	25,833	2.66	53.20
Whittier	News	16,569	2.47 * No C.D.	49.40
Wilmington	Press-Journal	4,562	2.50	50.00
				<hr/> \$2,841.60

Charles Farrington, Jr.

6-16-62

Bob Haldeman

Will you please quickly have prepared a printed thank-you card to be sent to all those who sent in questions, contributions etc. for the Telethon?

The envelopes have already been addressed by the volunteers. The form should be printed as quickly as possible, the envelopes stuffed and mailed.

I would suggest a layout somewhat similar to the Stans thank-you, and copy along the lines attached, with an RN signature. Be sure to check the copy with Loie before sending to the printer.

...suggested copy for Telethon card acknowledgment:

Your interest and participation in our recent Win With Nixon Telethon is greatly appreciated. I am sure you will agree that this program was a major factor in the very encouraging results on Tuesday, June 5th.

As we move now into the early stages of the final campaign, I am counting on your support and assistance to a greater degree than ever before. I pledge myself to the most intensive campaign in California's history. We must bring decisive leadership to Sacramento - and working together, we will.

Sincerely,

Richard Nixon

INTER-OFFICE MEMORANDUM

Nixon for Governor

To: **ROBERT WHITE**
From: **CHARLIE FARRINGTON**
Subject: **TELETHON**
Distribution: **Bob Haldeman**

Date: **June 5, 1962**
2:00 pm

Attached are checks totalling \$115.00

no cash

BALANCE FORWARD	<u>18023.50</u>
	\$18,138.50

Less check returned by White as not belonging to our campaign	<u>35.00</u>
	18,103.50

INTER-OFFICE MEMORANDUM

Nixon for Governor

To: **ROBERT WHITE**
From: **CHARLIE FARRINGTON**
Subject: **TELETHON**
Distribution: **Bob Haldeman**

Date: **June 5, 1962** 2:30

Receipts from Northern California Office
checks totalling \$675.00

BALANCE FORWARD

18,103.50
\$18,778.50

June 4, 1962

Dear Milt:

I was especially pleased to get your reactions to the Telethon since I know you had some reservations as to the wisdom of this approach - at least in the early stages.

The viewer reaction has been overwhelmingly enthusiastic, and all of our headquarters have been getting calls from Shell people who say the Telethon switched them over -- as well as some calls from Brown people who have reported likewise.

We have no accurate reading as to total audience and won't have, but based on the reaction and comments Dick gets as he moves through crowds, the total number of viewers must have been tremendous, and I am sure far exceeded our expectation of three million.

On financial returns, we have received \$17,400 so far, and I imagine there will be some additional mail for the next few days.

All in all, I think we can chalk this off as a great success, and I personally feel it accomplished everything we hoped it would, and more.

Best regards.

Sincerely,

H. R. Haldeman

Mr. Milton H. Esberg, Jr.
127 Montgomery Street
San Francisco 4, California

✓ File: Telethon (Pub. Rel. Section)
x date

C O N S U L T A N T S , I N C .

127 MONTGOMERY STREET, SAN FRANCISCO 4 • SUTTER 1-2787

MILTON H. ESBERG, JR. PRESIDENT

May 31, 1962

Mr. H. Robert Haldeman
Nixon for Governor Headquarters
3908 Wilshire Boulevard
Los Angeles, California

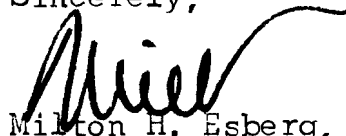
Dear Bob:

I really think the entire show on Tuesday night was very well put together and only hope that a great many people saw it.

If and when you have some information both as to the viewers and the financial returns I will be most interested in hearing about them.

Kindest regards.

Sincerely,



Milton H. Esberg, Jr.

Personal

May 31, 1962

Dear Dick:

CONGRATULATIONS on the telethon performance Tuesday night. I saw every minute of it and enjoyed it tremendously.

Best wishes.

Sincerely,

Honorable Richard Nixon
523 West Sixth Street
Room 1035
Los Angeles 14, California

CC: Mr. H. Robert Haldeman

TAPE #1

Meter No.

- 143 (1) Lack of experience in state government means bad governor.
- 165 (2) How to bring narcotics traffic under control.
- 219 (3) Where do you differ from Shell? Why not run against him?
- 252 (4) How will you get education against communism into our schools?
- 314 (5) Why are you against medical care for the aged under Social Security?
- 354 (6) Comment on charges of why is Nixon against working people.
- 407 (7) Give hard facts to support your position on economy - compared to Brown's.
- 447 (8) State position on loyalty oath for public employees.
- 485 (9) Brown's predicted victory in November -- how do you feel about it?
- 518 (10) Discuss corruption of Brown and henchmen in CDC.
- 582 (11) \$15 contribution for Win With Nixon.
- 602 (12) Baseball question.

TAPE #2

- 55 (1) Do you intend to wish President Kennedy a Happy Birthday?
- 67 (2) Dirty politics in first election (House) -- what about now?
- 83 (3) What would you do to restore fiscal responsibility to State?
- 144 (4) How long is it going to take you to clean up mess in Sacramento?
- 180 (5) Comment on appointments to boards.
- 216 (6) Brown says, "No basis in fact that California is losing business."
- 288 (7) What are your views on capital punishment?

- 299 (8) Position on labor - for AMA.
- 419 (9) Would you support Shell if he won the primary?
- 426 (10) Water problem in California - what would you do?
- 496 (11) Brown adding people to payroll.
- 503 (12) How will you give California back to the people?
- 657 (13) Will write-ins on Democratic ballots count for Nixon?
- 676 (14) Stand on Connally Amendment.

Tape #3

- 1 (1) Are you opposed to compulsory old age insurance as well as health insurance?
- 34 (2) Got any good tips on the stock market?
- 69 (3) Who handles budget in your home?
- 78 (4) Re trust deed on your house -- how can you afford to buy a house in Trousdale Estates? (Also mention of Hoffa here)
- 306 (5) It is rumored that if the Republicans win, you will cut down on old age pensions.
- 331 (6) Clear up talk that you are anti-Jewish, anti-Catholic, anti-Mexican, etc.
- 380 (7) Do you have agriculture program that will benefit the farmers?
- 443 (8) Stand on State school building bond issue.
- 465 (9) What is policy of fish and game matters?
- 497 (10) How do you expect to overcome Democratic registration?
- 575 (11) Helped Nazi immigrants into U.S. ??
- 589 (12) What is your stand on the steel situation?

TAPE #4

- 001 (1) If you had life to live over - what would you change?
27 (2) How do you stand on Proposition 4 - Old Age Housing?
57 (3) Why are you running?
124 (4) How do you justify unkind remarks against Douglas woman?
190 (5) What are you doing to offset attacks made by the Communists?
204 (6) As a Quaker, don't you have a stronger answer against narcotics?
244 (7) How would you handle the problem of assisting law officers in the streets?
273 (8) How much does TV program cost - this one?
316 (9) What would you do to help labor problem in Nor. Calif.?
457 (10) Do you believe in higher taxes for California?
495 (11) Brown says we have balanced budget.
670 (12) Denver Post said you were running because the Republican Party said that if you didn't get the nomination you were through in politics.
708 (13) It is said you voted against free milk for children.
719 (14) Why are you against Social Security?
750 (15) Public transportation problem in Los Angeles.
819 (16) Any way on a local level to stop run-away movie production?

(incomplete answer - see Tape 5)

TAPE #5

- 94 (1) How do you feel about death penalty?
116 (2) John Birch members resign from Republican Party.
172 (3) Why did you refuse to appear with other Republican candidates when invited?
194 (4) Do you feel you are getting enough newspaper coverage?
229 (5) Can defense spending contracts be crippled by action in Washington?

- 265 (6) California aircraft contracts going to Texas.
- 285 (7) Medical care to aged proposed more money to aged - Kennedy plan does not but is being pushed harder.
- 326 (8) Do you expect Shell to campaign for you in the Fall?
- 340 (9) How are you going to create jobs to bring down unemployment rate?
- 380 (10) If Governor, where do you think JFK will spend his vacations?
- 407 (11) Pay raises for teachers.
- 456 (12) Do you blame stock market decline on Kennedy Administration?
- 577 (13) Are you planning to run for President again?
- 590 (14) Do you feel religion is an issue in the campaign?
- 635 (15) Why won't you debate Shell?
- 660 (16) Would you comment on foreign policy.
- 680 (17) What is your opinion on the way JFK handled Cuban situation?
- 726 (18) What are you going to do for education in California?
- 789 (19) General comments on fighting crime.

(answer incomplete this tape)

TAPE #6

- 001 (1) What is your opinion on West Coast shipping?
- 26 (2) Common Market.
- 71 (3) How is a Whittier boy able to buy in Trousdale Estates?
- 95 (4) Are you wearing make-up?
- 156 (5) Do you think slump in business due to present administration?
- 183 (6) What are your objections to Squaw Valley management?
- 267 (7) Reconcile pay-as-you-go and supporting bond issues.
- 344 (8) What would you do specifically to curb trend in schools toward anti-Americanism and Communism?

TAPE #7

- 006 (1) Endorsement of candidates in the primary.
- 12 (2) What is your position in regard to Republican Congressional candidates (Rousselot) before primary and after?
- 56 (3) Are you for or against 160 acre limitation?
- 79 (4) Why is there disunity in the Party? Will you be able to unite Party after primary?
- 97 (5) How are you able to be member of the Foreign Relations Council after your stand on the Birch society?
- 130 (6) Do you know of Brown's plan to put Department of Agriculture into State Resources Agency?
- 180 (7) How do the two political parties stand with regard to the Jeffersonian Principle?
- 234 (8) Do you intend to outlaw the Communist party in California?
- 317 (9) Why don't you use smear tactics? Why keep the campaign on such a high level?
- 353 (10) Do you consider it fair that Brown is going to get help from Washington?
- 413 (11) How important is it to work -- how does one vote count? (reference to Glendale rally)
- 477 (12) What would you do to bring back cross killing?
- 491 (13) Why are the best textbooks in the nation denied use in California?
- 553 (14) If you had been President, would the conditions of the nation been different?
- 592 (15) Where do you get your energy?

TAPE #8

- 003 (1) Social Security for old aged.
- 009 (2) Legislation for law enforcement. Brown's failure to support.
- 18 (3) If elected, would you have full press staff?
- 39 (4) Do you feel your program will entice Negro vote?
- 73 (5) Will Nixon, if elected, use Californians in Sacramento?

- 83 (6) How many on Brown's ghost writer staff?
- 97 (7) Why did you say Brown was indorsed by Hoffa when instead you were?
- 126 (8) Can a Democrat write in Nixon's name in the Democratic primary?
- 135 (9) Would you comment on school bond issues?
- 144 (10) Do you accept campaign funds from the Birch society?
- 165 (11) When are you going to start drinking milk like the others?
- 182 (12) Agriculture in California.
- 201 (13) Farm products - quotas in comparison to national picture.
- 215 (14) Veterans.
- 233 (15) Proposition 2 - veterans.
- 246 (16) Brown's Department of Veterans Affairs.
- 282 (17) Brown says you are hiding voting record -- 80% hostile to workers -- King-Anderson Bill for social security.
- 458 (18) Are you going to support Common Market?
- 467 (19) Freeway issue - selecting routes on the local level.
- 489 (20) What do you think about Urban Renewal?
- 526 (21) Why are you going to Denmark?
- 560 (22) Why you were stoned in Venezuela when Kennedy wasn't.