

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>
60	4	09/08/1962	Other Document	Schedule for "Win with Nixon Leadership Conference." 2 pages. 2 copies.
60	4	08/15/1962	Memo	To All Nixon County Chairmen from Northern California Campaign Chairman re: Candidate Scheduling and Campaign Materials. 1 page. 2 copies.
60	4	07/31/1962	Memo	To County Chairmen from Registration Chairman re: voter registration drive. 3 pages. 2 copies.
60	4	n.d.	Memo	From Northern California Campaign Headquarters re: Election Day Get-Out-The-Vote Drive. 2 pages.
60	4	n.d.	Other Document	Information sheet re: the organizing of "Coffee Hours". 1 page. 2 copies.
60	4	05/12/1962	Memo	To: All Chairmen from James Halley, Chairman, Campaign Division re: Telephone Canvass. 1 page. 2 copies.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
60	4	n.d.	Letter	Sample letter to recruit volunteers. 1 page. 2 copies.
60	4	n.d.	Letter	Sample volunteer recruitment letter. 1 page, 2 copies.
60	4	n.d.	Letter	Sample volunteer recruitment letter. 1 page, 2 copies.
60	4	n.d.	Memo	To Area, County, and Community Chairmen from Northern California Campaign Chairmen re: Campaign Materials, Bumper Strip Campaign, and Distribution of Nixon Literature. 1 page, 2 copies.
60	4	04/25/1962	Memo	To Area, County, and Community Chairmen from Northern California Campaign Chairman re: Campaign Materials. 4 pages, 2 copies.
60	4	02/12/1962	Memo	Information Sheet No. 1 - "Guides for Handling the Press During Appearances by Dick Nixon." 1 page, 2 copies.
60	4	02/12/1962	Memo	Information Sheet No. 2 - "Organization Endorsements." 1 page, 2 copies.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
60	4	02/12/1962	Memo	Information Sheet No. 3 - "Speaking Requests and Engagements." 2 pages, 2 copies.
60	4	02/12/1962	Memo	Information Sheet No. 4 - "Letters to the Editor." 1 page, 2 copies.
60	4	02/21/1962	Memo	Information Sheet No. 5 - "Campaign Supplies." 1 page, 2 copies.
60	4	n.d.	Memo	To County Chairmen from Andrew Downey Orrick re: setting up their campaigns. 1 page, 2 copies.
60	4	03/01/1962	Memo	Information Sheet No. 6 - "Suggestions, Do's, and Don'ts for Nixon Tours in Your County." 2 pages.

WIN WITH NIXON LEADERSHIP CONFERENCE

Hotel Whitcomb, San Francisco

September 8, 1962

B L U E P R I N T F O R V I C T O R Y

9:00 to 12:00	Registration		Main Lobby
10:00 to 10:40	Nixon County and Community Chairmen		Convention Center
10:40 to 12:00	Separate Meetings as follows:		
	Policy Committee	JOHN J. ALLEN	Georgian Room Second Floor
	Minorities Advisory Committee	ALICE LEOPOLD	White & Gold Rm. First Floor
	Publicity Chairmen	JAN MC COY/ HERB KLEIN	Room 236 Second Floor
	WIN Chairmen and Workers	RICHARD NAIR	Room 233 Second Floor
	Nixon County and Community Chairmen, Finance Chairmen, Headquarters Chairmen, Recruitment Chairmen, Demo- cratic Canvass, Operation Telephone, Democrats for Nixon, Central Committee Chairmen, all others	RUTH WATSON JAMES HALLEY	Convention Center
12:00 to 1:45	Luncheon - Speaker, CASPAR W. WEINBERGER "The Respective Roles of the Party and the Nixon Organization in the Campaign; Major Campaign Issues."		Vista Room Eighth Floor
2:00 to 3:00	Remarks by RICHARD NIXON (Badges needed for admittance)		Convention Center

3:00 to
4:30

General Session as follows:

Convention
Center

(Badges needed for admittance)

Statewide Programs:

TV debates, campaign strategy, answering attacks.	ROBERT HALDEMAN
Coordination of statewide campaigns, regarding research, polls, scheduling; importance of unified effort.	JOSEPH MARTIN, JR.
Telethons, billboards, radio and TV spots, campaign materials, county advertising programs.	CHARLES FARRINGTON KAI JORGENSEN
Nixon finance and Eisenhower dinner.	ARTHUR J. DOLAN

Northern California Programs:

Community chairmen, headquarters, recruitment, Operation Telephone, Democratic canvass, Democrats for Nixon, jewelry sales, coffee hours, Women for Nixon.	RUTH WATSON JAMES HALLEY
Minorities and Labor	ALICE LEOPOLD
Press relations and publicity; letters to the editor.	JAN MC COY
Speakers program	JOHN DINKELSPIEL
Nationalities program	NICHOLAS LOUMOS
WIN program	RICHARD NAIR
Occupational mailing program	FRANCIS BARNES
Concluding remarks	PHILIP BOONE

4:30 to
6:00

Reception in honor of 47 Northern
California Nixon County Chairmen

Convention
Center

August 15, 1962

MEMORANDUM TO: All Nixon County Chairmen
FROM: Northern California Campaign Chairman
SUBJECT: CANDIDATE SCHEDULING AND CAMPAIGN MATERIALS

In order to expedite the handling of certain matters pertaining to new scheduling requests and campaign materials, we are asking all county chairmen to communicate directly with our Los Angeles Statewide Headquarters regarding questions in these areas.

In the case of candidate scheduling, please send new invitations or inquiries on invitations already forwarded to Richard A. Ports.

In the case of campaign materials, please contact Sammy Sammelman. The Los Angeles Headquarters address is as follows:

NIXON FOR GOVERNOR
3908 Wilshire Blvd.
Los Angeles 5, Calif.
TEL: DU 5-9161

As in the past, orders for campaign materials should be sent to Allied Service Units, 5419 South Vermont Avenue, Los Angeles 37, accompanied by a check or money order.

NIXON FOR GOVERNOR COMMITTEE
Northern California Office

M E M O R A N D U M

July 31, 1962

TO: County Chairmen
FROM: Registration Chairman

No single activity is more important at this time than the Republican registration drive.

The Republican State Central Committee has obtained funds and completed plans to coordinate such a drive. The drive has been named ROAR! for Registration Of All Republicans. Included in these plans are the use of five full time field men.

The role of the Nixon campaign now becomes the following:

1. Where County Central Committees are effective and strong, we should cooperate with them and supply people.
2. Where the ability of County Central Committees to conduct an effective drive is limited, we should supply leadership, ideas and people.
3. Where County Central Committees obviously cannot do the job, the Nixon campaign should conduct its own registration drive.

We urge your entire campaign to participate wholeheartedly in ROAR! Have your Nixon registration chairman contact your Central Committee regarding the State Central Committee program. Then throw the full resources of your Nixon campaign organization behind the drive.

For informational purposes I have attached a memorandum summarizing the major aspects of ROAR!

Martha Brigham
Martha Brigham
Registration Chairman

R O A R !

I. The ROAR! Approach: ROAR! (standing for Registration Of All Republicans) is based on the principle that any Republican registration drive should be conducted on a selective basis, or only in those precincts which should yield the greatest number of unregistered Republicans. These precincts are found in areas that are newly built up, or in areas where Republican registration is proportionately high in relation to the Democratic registration.

II. ROAR! Procedure: ROAR! contemplates a door-to-door registration drive by either of the following two methods:

1. Door-to-door canvassing of priority precincts by regular precinct captains or block workers.
2. Door-to-door canvassing of priority precincts by "blitz" crews where regular precinct workers are unavailable.

In each case the question is asked, "Do any Republicans live here?" Answers are then compared against the precinct sheet to see if the names given are unregistered. If the precinct sheet is not available, the question is asked, "Do any unregistered Republicans live here?" The question is then asked, "Do any registered Democrats live here that would like to switch to Republican?"

The names of all unregistered Republicans and Democrats who wish to switch registration are recorded and turned into a coordinating office. The names are then given to deputy registrars, who are responsible for re-contacting all persons listed and for making appointments to visit them and to register them as voters.

III. ROAR! Alternative Procedure: As an alternative procedure for areas that cannot be covered by a door-to-door canvass, or when an extra number of office volunteers is available, a telephone registration canvass can be conducted:

1. Precinct sheets are compared against reverse telephone directories and the names and phone numbers of all persons listed in the telephone books but not on the precinct sheets are recorded.
2. Telephoners then call all such persons to ask if they are Republican. Those that are Republican are recorded by name, address and phone number on cards, and the cards are given to deputy registrars for follow-up.

IV. ROAR! Step-by-Step:

1. A competent aggressive person who has the time is selected as Registration Chairman for the county.
2. These preliminary steps are taken:
 - a. Precincts are listed in order of priority.
 - b. Registration leadership by district or area is recruited.
 - c. A county-wide goal is agreed upon.
 - d. Precinct sheets and maps are obtained.
 - e. The necessary mimeograph forms and cards are prepared.
3. A meeting of all Republican leaders in the county is held to accomplish the following:
 - a. The importance of ROAR! is stressed (the idea is sold).
 - b. All volunteer organizations and campaigns agree to supply whatever manpower they can recruit.
 - c. A Republican mailing is planned to ask for volunteers to assume the roles of deputy registrars, canvassers, coordinators and telephoners.
 - d. Responsibilities are divided, a schedule set up and plans completed to actually launch the drive.
4. Registrars are deputized by the County Clerk, the door-to-door canvass commences and ROAR! is underway.

MEMO: Election Day Get-Out-The-Vote Drive
FROM: Northern California Campaign Headquarters

To some of you the mechanics of the actual Election Day vote drive are well known. To others, the step by step procedures for increasing the total Republican vote within each precinct may be new.

The details of the vote drive will vary from county to county. The basic mechanics will not. This is what you must know and must do.

A. The Nixon Campaign and the Central Committee:

1. If your Central Committee is thoroughly organized to conduct a massive election day effort your job will be to funnel your workers into the Central Committee's machinery.
2. If your Central Committee has no election day effort planned, you will have to organize one from scratch.
3. More than likely, the Central Committee will be partly organized, and your Nixon team will have to fill in the gap.

B. The Actual Step-By-Step Procedure:

Whether you do it, or whether the Central Committee does it, the following represents the framework of a successful get-out-the-vote drive:

1. A list is prepared of all precincts in the county, and the names of reliable precinct workers that will be out working on election day are inserted.
2. Volunteer precinct workers are recruited to fill in as many of the gaps as possible. These workers, insofar as possible, should be assigned the precinct in which they live.
3. Actual election day volunteers are recruited. These are men and women who can leave their jobs or homes at two o'clock in the afternoon to take charge of an unmanned precinct. They will report to the regular Republican Headquarters, or the Nixon Headquarters, or some other dispatching point, on election afternoon to be assigned a precinct, and to be given the address of the precinct's polling place.
4. All election day workers are given these instructions in advance:
 - a) Report to the assigned polling place election afternoon.
 - b) Write down the names and addresses of all Republicans who have not voted by that time.
 - c) Actually call on these non-voters and urge them to vote. (A telephone call is a poor second best.) (Leave a message card if they are not there.) Arrange through your headquarters to provide transportation or a baby sitter if needed.

d) Return to the polling place and repeat the process right up until the time the poll closes down. Don't give up. Keep going back after the reluctant voter (unless you know he is not going to vote for Dick Nixon).

We must get every Nixon voter to the polls. We must not only undertake a massive public relations effort prior to the election urging people to vote for Dick Nixon, but on election day we must work and work some more to turn out the Nixon vote.

Plan ahead. Recruit your volunteers ahead. Set out to obtain 100% coverage of the precincts within your county on election day.

Good luck and good voting!

The possibilities of a well organized Coffee Hour program are endless:

1. A Coffee Hour is an excellent place to distribute Nixon jewelry in return for campaign contributions. Receipts in excess of the cost of the jewelry are kept in the county or community.
2. A Coffee Hour need not serve coffee and should not be restricted to women. Evening gatherings for husbands and wives are equally as effective.
3. Out of a Coffee Hour can come a campaign nucleus, a group of people willing to work together in other campaign projects (bumper strip brigades, door-to-door canvassers, the establishment and manning of a telephone bank).
4. Nor should the Coffee Hour be overlooked as a way to raise funds for the general community campaign.

ACTION: These steps are called for:

1. Nixon County Chairmen should appoint Coffee Hour Chairmen.
2. The name, address and telephone number of this person should be reported to Mrs. Hellman at Northern California headquarters.
3. A Plan of Action for each county should then be drafted.
4. Community Coffee Hour Chairmen should be appointed.
5. Liaison with the County Speakers Chairman should be established.
6. Steps are taken to procure Nixon jewelry.
7. Coffee Hour hosts and hostesses are recruited.
8. The Program Is Launched.
9. Thank-you letters are prepared.

NIXON FOR GOVERNOR
Northern California Committee
525 Market Street
San Francisco, California

May 12, 1962

MEMO: Telephone Canvass

TO: All Chairmen

FROM: James Halley, Chairman, Campaign Division

Most or all of you have been working on your telephone canvass for a number of weeks. The attached sheets represent helpful hints which should aid you in your efforts.

These sheets will serve to clarify and simplify the memo mailed out last week.

We have not sent this memo to community chairmen, feeling that you will want to make your own distribution in this regard. (Extra copies are enclosed.) We also assume that you will adapt the instructions herein to your own situation.

Keep telephoning -- we must get all Republicans to the polls.

James W. Halley.

(SAMPLE LETTER TO RECRUIT VOLUNTEERS)

Dear Republican:

Dick Nixon is waging a people to people grass roots campaign from the Oregon border to Mexico. He is telling people that the State of California cannot afford four more years of indecisive, bungling leadership.

He is asking for your help:

1. Read the enclosed brochure.
2. Return the enclosed green card with your signature on it.
3. Enlist the support of your friends.
4. Visit your Nixon Headquarters at _____ or call the Headquarters _____, to see how you can help carry the load. Ask Headquarters for bumper strips, pins, more brochures and distribute them. Volunteer your time and effort.

Dick Nixon is the only person in the gubernatorial race with the experience, the ability, the decisiveness and the knowledge to govern what will soon be the biggest State in the Nation. He is a man of fine character, of human understanding. He is a born leader.

Support Dick Nixon today.

Sincerely,

Nixon for Governor Committee
Northern California Office

(SAMPLE VOLUNTEER RECRUITMENT LETTER)

For the good of California's future -- in fact, the future of the Republican party -- I am convinced that we must elect Dick Nixon our next governor.

I believe he is admirably qualified to govern our nation's #1 state: He is a man of fine character and possesses the ability to make incisive judgments which are the marks of a great leader and able administrator.

Appreciating the personal sacrifice involved, Dick has agreed to campaign for Governor and, when elected, to assume the heavy burdens imposed by this office. Certainly those of us who share his philosophy of sound government owe Dick our all-out backing.

I would urge you to give Dick Nixon your 100% commitment: Vote for him.....Be active in persuading your friends and associates to do likewise.....And, please give some thought to the fact that "free elections" are not without substantial cost. In these times, especially opposing an incumbent of the majority party, our candidate needs generous financial assistance to mount a successful campaign.

In Dick's behalf, I want to thank you in advance for your support. Working together, we can insure that Nixon will be California's next governor.

Sincerely yours,

Nixon for Governor Committee
Northern California Office

(SAMPLE VOLUNTEER RECRUITMENT LETTER)

I am most anxious to enlist your support for Dick Nixon's campaign for Governor. I am sure that the enclosed brochure will interest you.

This year's election is crucially important to California. Our State, with its manifold problems of growth, demands the best in brains, in decisive leadership, in human understanding, in statecraft.

Dick Nixon has the intellect, the convictions and executive vigor to resolve the important issues confronting our State - fiscal responsibility, water distribution, education, job opportunities, urban and suburban blight, agriculture, law enforcement - to name only a few.

From start to finish, success in this campaign to give California once again the most effective government will require the utmost personal effort by Dick Nixon - which he is giving - and the highest degree of constructive organization and wholehearted support from tens of thousands of Californians - which we seek from persons like yourself.

You can help this cause

1) By signing the enclosed green card and becoming a Charter Member of the Nixon for Governor Committee. You will then be placed on the Campaign Mailing List and will receive the Nixon Newsletter, copies of his speeches and other campaign bulletins.

2) By obtaining names on the enclosed pledge cards of other persons who are ready and willing to support Dick Nixon.

3) By making a financial contribution to the campaign. Please mail your check to _____.

I am convinced that California urgently needs the resolute leadership that Dick Nixon can give. Your support is needed. You can help.

Sincerely,

M E M O R A N D U M

SUBJECT: Campaign Materials
Bumper Strip Campaign
Distribution of Nixon Literature

TO: Area, County and Community Chairmen

FROM: Northern California Campaign Chairman

As the Nixon primary campaign moves into its final stages, Area, County and Community Chairmen are urged to undertake whatever programs will stimulate activity, generate enthusiasm and put Nixon campaigners to work. Two such programs can be organized on either a county-wide or community basis:

1. Bumper Strip Brigades: Shopping center parking lots and community main streets are ideal places to distribute bumper strips, preferably directly to the front or rear bumper of a Nixon supporter.
2. Distribution of Nixon Literature: County, community and precinct headquarters should become points of distribution of the Nixon brochures by 1) direct mail or 2) on a door-to-door basis. This is an effective way not only to use your volunteers, but also to show an entire community that the Nixon campaign is ACTIVE.

Normally, campaign materials will be made available to Community Chairmen through the supplies purchased by their County Nixon Chairman. However, in the event Community Chairmen wish to procure campaign materials directly from the supplier for their campaigns in their local areas, they should send an order accompanied by a check to the following address:

Allied Service Units
5419 South Vermont Avenue
Los Angeles 37, California

Prices for various items are as follows:

Nixon Brochures	\$12.75 per thousand
Windshield Stickers	5.80 per thousand
Bumper Strips	38.50 per thousand
Lapel Tabs, blue and yellow	5.10 per thousand
Lapel Tabs, black and gold	4.20 per thousand
Half Card Posters, 14" x 22"	15.00 per hundred

County and Community Chairmen will be notified as additional materials become available.


Andrew Downey Orrick

April 25, 1962

M E M O R A N D U M

SUBJECT: Campaign Materials (continued)
TO: Area, County and Community Chairmen
FROM: Northern California Campaign Chairman

This will supplement the memorandum mailed out earlier this week on campaign materials.

Attached is a sheet for inclusion in your campaign manuals and handbooks describing campaign materials that are now available for headquarters decorations.

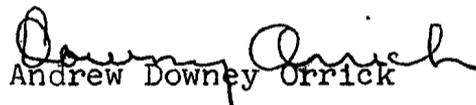
Included also are a blue and a yellow color tab to guide you in painting headquarters signs, plus drawings of typical headquarters locations.

Although all headquarters should be decorated to meet local requirements, we strongly encourage the use of the blue and yellow color scheme and the suggested lettering style whenever possible.

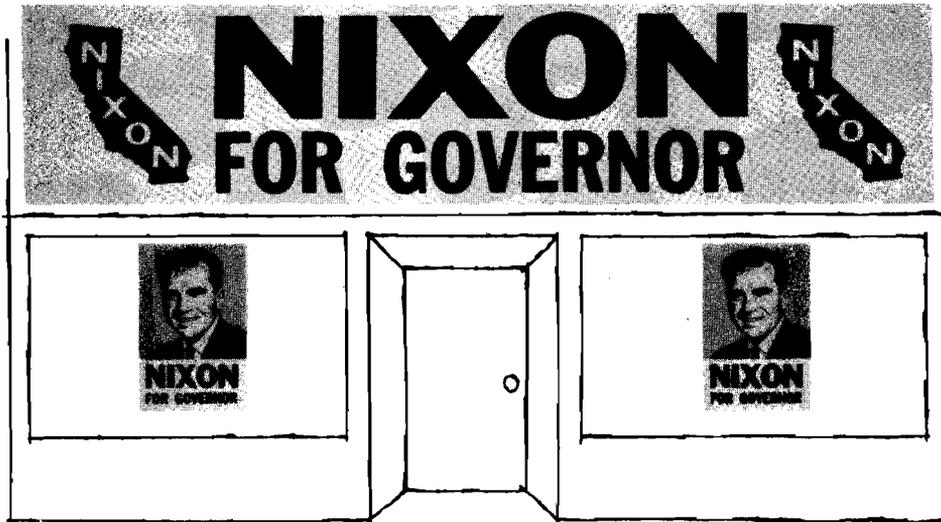
Materials should be ordered from Allied Service Units, 5419 South Vermont Avenue, Los Angeles 37. All orders must be accompanied by a check. Cost of materials are as follows:

Miniature Billboard (22-3/4" x 54")	70¢ each
Poster (26-3/4" x 42")	70¢ each
Banner (26-3/4" x 12")	10¢ each

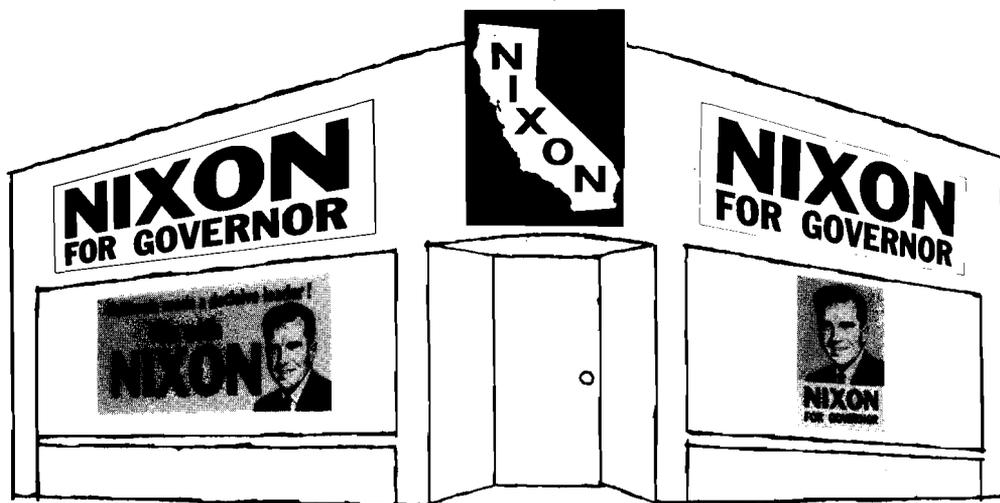
All Area, County and Community Chairmen are urged to place orders today.


Andrew Downey Orrick

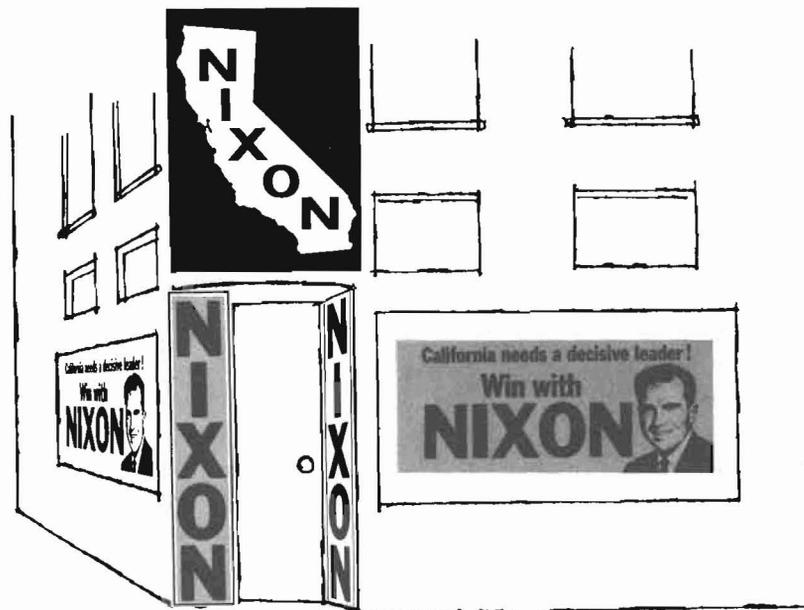
Suggestions for Identification of Local Headquarters



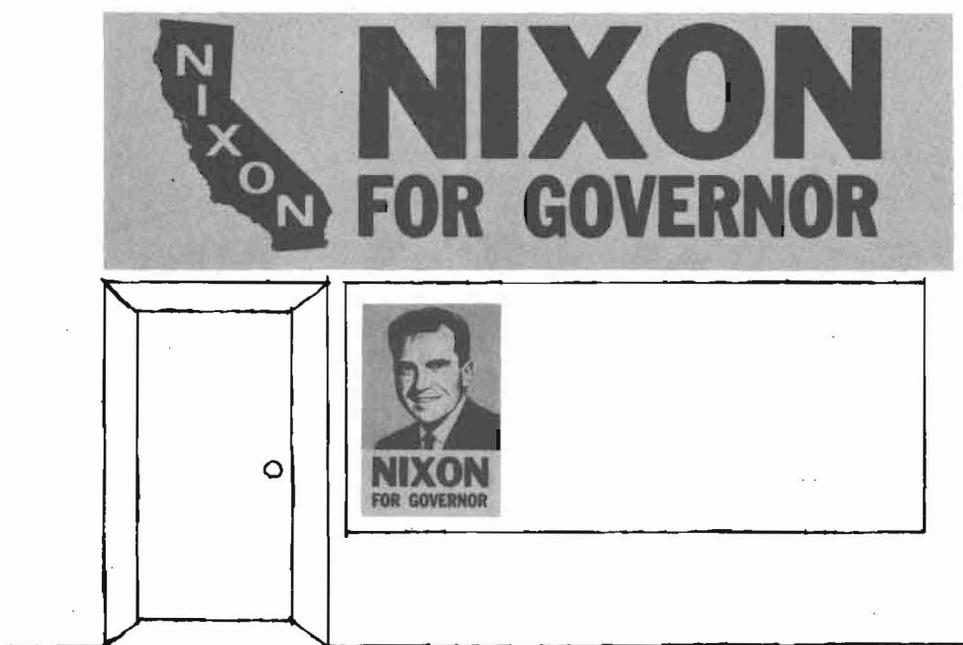
Examples of how to use exterior signs on local headquarters. Contact a local sign company for advice on materials, sizes and installation. Be sure sign painter follows lettering and color guide supplied here.



Suggestions for Identification of Local Headquarters



Examples of how to use exterior signs on local headquarters. Contact a local sign company for advice on materials, sizes and installation. Be sure sign painter follows lettering and color guide supplied here.

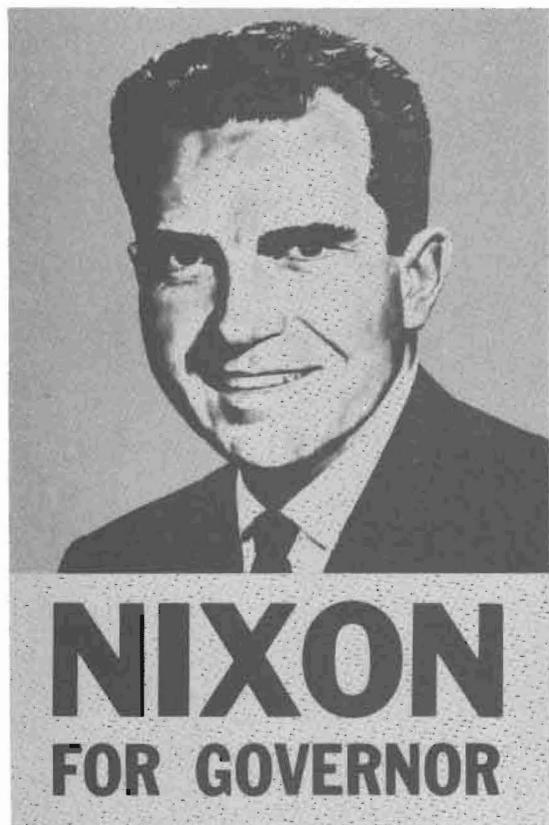


AVAILABLE PRINTED MATERIAL



Miniature
Billboard
22³/₄" x 54"

For interiors
or inside of
windows



Poster
26³/₄" x 42"

For interiors
or inside of
windows

Posters available at Allied Service Units, 5419 South Vermont Avenue, Los Angeles 37. Posters 70¢ each; small banner 10¢ each. Check, payable to Allied Service Units, must accompany order.



Banner — 26³/₄" x 12"

For interiors or inside of windows



lettering style for all
hand painted signs

GUIDES FOR HANDLING THE PRESS DURING APPEARANCES BY DICK NIXON

1. No press conferences should be arranged.
2. Each local group should handle its own publicity. They should prepare and distribute their own press releases respecting Dick Nixon's appearances. Emphasize how the public can see and meet him. This is a person-to-person campaign.
3. Arrange as much TV and Radio coverage of Dick Nixon's appearances as possible. This should include promotion; however, don't leave the impression that press conferences are included in the coverage. State Headquarters will supply tapes and films whenever feasible.
4. Each group should always set up a press table - for press only. Encourage as much photography as possible. Try to have the photographers take pictures beforehand - perhaps when the head table assembles; also, try to get pictures of the crowd, people shaking hands with the candidate, etc.
5. Do not commit the candidate to have his text or excerpts available to the press beforehand. Always say that he hopes to have excerpts available to the press, but that they cannot be definitely promised.
6. If you are asked whether Dick Nixon will have a topic for his speech, the answer 99 times out of 100 is NO. Best to say that he has not yet picked a topic, since he usually determines what will be most interesting and appropriate at the time he actually speaks.
7. We will try to keep you posted regarding the traveling press. Please do the same with this office.

ORGANIZATION ENDORSEMENTS

Endorsements by major organizations is one of the most effective tools in a statewide campaign. Organization endorsements can be extremely effective in gaining the support of their memberships. They also provide the springboard for news releases on a statewide or local basis.

Northern California Headquarters will have available, and will furnish you with, up-to-date listings of dates of annual and regional meetings, national and state conventions. In addition, every local campaign echelon should also prepare a list of organization meetings within their respective geographical boundaries.

Pay particular attention to organizations which customarily take action on political endorsements by resolution or official action. Please keep our office informed of the names of such organizations.

The County Contact Committee, acting under the direction of County Chairmen, should forthwith plan to contact and obtain the endorsements of such organizations. Northern California Headquarters will provide you with sample endorsements, resolutions and press releases which can be used as a guide. Many organizations, however, will probably want to draft their own statements and press releases. It is most preferable if every endorsing organization spells out its reasons for supporting Dick Nixon.

While statewide organizations usually prefer to make these news releases under the name of their ranking officer, local groups or units of a state organization may prefer to have the releases made by the local Nixon for Governor Committee.

Contacting and cultivating organizations with the view of obtaining their endorsements is an urgent and continuing project. Since the opposition will be trying to win the support of every possible organized group, we must launch an immediate and aggressive campaign to establish friendly liaison with all endorsing groups.

Your job will be easier when we have Nixon literature and campaign materials on hand. Endorsements generate publicity and influence groups as well as individuals. Endorsements can produce votes on election day!

NIXON FOR GOVERNOR COMMITTEE
Northern California Office
Rm. 526 - 525 Market Street
San Francisco 5, California

INFORMATION SHEET NO. 3
February 12, 1962

SPEAKING REQUESTS AND ENGAGEMENTS

All requests for Dick Nixon's appearances should be made in writing (2 copies thereof), should be forwarded to the Northern California Office, Nixon for Governor Committee, 525 Market Street, San Francisco 5, California.

Dick Nixon wants to make as many appearances before non-partisan groups as possible. It is suggested that the County Organizations be on the look-out for such meetings in your area - the larger the better.

No appearances will be made before a single Republican group. These types of meetings must include all volunteer groups in the area and should be opened to the public if possible.

No invitations will be accepted to meet in private homes.

The people-to-people approach is desired in his appearances - either a hand-shaking affair (no receiving lines) or, if a dinner, he might give a short speech and then table hop.

You are reminded, as stated in Information Sheet No. 1, that Mr. Nixon usually will not have a topic for his speech. Accordingly, it is best to say that he has not yet picked a topic, since he ordinarily plays it by ear - judging what seems to be of most interest at that time.

Please keep in mind at all times that the time and energy of the candidate should be conserved in order to cover as much area as possible.

NIXON FOR GOVERNOR COMMITTEE
Northern California Office
Rm. 526 - 525 Market Street
San Francisco 5, California

INFORMATION SHEET NO. 4
February 12, 1962

LETTERS TO THE EDITOR

A vitally important function of the County Committees is the activation of an alert and well-organized letter-writing effort.

Letters to the editor have the advantage of prominent placement on the editorial pages and are often extremely influential in creating public opinion. The most effective type of letter will cogently explain the reasons why the writer believes that election of Dick Nixon is essential to the welfare of California generally and to the writer and his economic and social group specifically.

Northern California Headquarters will be prepared to assist you in suggesting constructive approaches or specific points to stress in letters. We suggest that you also screen editorial letter columns for attacks or charges against the candidate which can be blasted by a simple statement of the facts.

Each letter should be sent by a person who addresses the editor in his own handwriting and in his own phraseology. Letters should be brief and factual and should impress the reader with honesty and sincerity. Form letters should not be used.

The County Committees should immediately organize their letters-to-the-editor campaigns.

NIXON FOR GOVERNOR COMMITTEE
Northern California Office
Rm. 619 - 525 Market Street
San Francisco 5, California

INFORMATION SHEET NO. 5
February 21, 1962

CAMPAIGN SUPPLIES

Regarding campaign supplies, you will receive either this month or next the following:

Lapel tabs	10% of your Republican registration
Windshield stickers	10% of your Republican registration
Brochures	2% of your Republican registration
Bumper strips	1% of your Republican registration
Posters	Undetermined number

These will be sent without charge to your county. However, you will receive an itemized price list of all available items, indicating the names and addresses of suppliers. Henceforth, counties will order all supplies directly from suppliers, accompanying each order with a check.

NIXON FOR GOVERNOR COMMITTEE
NORTHERN CALIFORNIA
CAMPAIGN DIVISION

525 Market Street
Room 619
San Francisco 5
DOuglas 2-5576

MEMO TO: County Chairmen
FROM: Andrew Downey Orrick
Northern California Campaign Chairman

The following points concern certain mechanical steps to setting up your campaign:

1. All campaign supplies will be sent to you from Los Angeles to the address listed by you on the return postals sent out from here a week ago. No supplies will be forwarded until we do hear where they should be sent.
2. Each county will be responsible for obtaining its own stationery. However, the Los Angeles headquarters will send out to each county a set of negatives of the art work being used by the Statewide campaign. These can then be turned over to a local printer. All stationery should, of course, carry the union label. These negatives will be sent to you at the same address used for the campaign supplies.

mmw

SUGGESTIONS, DO'S AND DON'T'S FOR NIXON TOURS IN YOUR COUNTY

Red faces on your part and annoyance on the part of the candidate's staff during campaign tours can be avoided by proper planning. While flexibility, particularly in regard to last minute schedule changes (which will occur) will be required in most cases, the following will apply.

A. TRANSPORTATION

1. If you plan a car cavalcade, have it fully aligned and drivers in the cars before the candidate arrives. If you can't do this, don't plan one.
2. The driver of the candidate's car must drive his proposed route ahead of time. Check for timing and traffic.
3. Barring instructions to the contrary, at least two cars should be available at all pick-ups, one for the candidate and one for staff. Inquiries should be made as to the needs of the press.
4. Don't put on signs that will be blown away in a wind.
5. The driver or person accompanying Mr. Nixon should have available pertinent information on the next stop.
6. Police escorts are out, except in emergency.
7. If the candidate's wife is in the party, appoint at least one woman to remain with her from the moment of arrival.
8. The candidate should never be without local escort. When responsibility for the candidate passes from one county to the next, an advance man, familiar with route and arrangements, should join the party before he leaves the first county, unless there are instructions to the contrary.

B. RECEPTIONS, RALLIES AND MEETINGS

1. Generally, two hours will be sufficient for large receptions. Based on experience to date, receptions in populated areas should draw a minimum of 1,000 persons. These invitations should be "non-political" in format, simply inviting people to meet with the former vice president. Utilize all lists available -- or the telephone book -- to obtain names and addresses.

2. When organizing a reception, arrange for a free flow of people through and well beyond the candidate.
3. Be prepared to provide a meal for the candidate before he leaves for a breakfast, lunch or dinner meeting. Generally he won't get a chance to eat at the meeting.
4. Respect the candidate's schedule. When you are told that he must leave at 10:00 p.m. to catch a plane, be prepared to pull the plug on any long-winded introductions.
5. Check, double check and triple check the public address system.
6. Have sign-up cards or sheets available.

C. GENERAL

1. Please forward pertinent data on issues or problems that the candidate may face when he arrives in your area to Mrs. Sophie Telfer, Research Dept., Room 707, Coast Federal Building, Los Angeles. Also, please fill out, in detail, forms you will be receiving regarding visits of the candidate.
2. We urge you to remain flexible regarding arrangements. In all campaigns, changes are inevitable.
3. Please call this office immediately if serious problems or questions develop.

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