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<td>H.R. Haldeman to A.C. Nielsen Sr. Re: Offer of assistance. 1pg.</td>
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March 22, 1963

Dear Bob:

You were certainly nice to take the time to drop me a note regarding Dick Nixon's appearance at Royce Hall.

All of the reaction we have had has been similar to yours, so I can only conclude this must have been a highly successful appearance.

I trust we may continue to step up the pace from now until November.

Many thanks again for writing, and best regards.

Sincerely,

H. R. Haldeman

Mr. Robert A. Fischer
Sportsmen of the South
c/o U.C.L.A. Athletic Department
University of California
Los Angeles 24, California

file: Cand. - Reports re: appearances
x - F
x - chron.
March 22, 1962

Dear Bob:

Thanks for your note regarding Grant Reynolds.

I have heard nothing from him since his trip out here, and don't have his address in New York. If you think it would be a good idea for me to get in touch with him before he comes back to California, I will certainly follow your advice.

I will also do my best to arrange an appointment for Mr. Reynolds with the Candidate (as I tried to do on his last trip, also), but we are running into the usual problem which you, among all men, are most familiar with - - namely, a total absence of the Candidate's time for things he should do.

I agree, however, an interview would undoubtedly be helpful on both sides, and will do my best to work it out.

Best regards.

Sincerely,

H. R. Haldeman

Honorable Bob Wilson
House Office Building
Washington 25, D. C.

File: - W
  x - Reynolds
  x - chron.
March 22, 1963

Dear Dick:

Thanks for your suggestion regarding autographed copies of the book.

You will be pleased to know that RM has been busily engaged in this specific pursuit for several weeks.

What is the saying about great minds etc. ?

Best regards.

Sincerely,

H. R. Haldeman

Mr. Richard R. St. Johns
O'Melveny & Myers
433 South Spring Street
Los Angeles, California

file: Cand. - Book
x - S
x - chron.
March 23, 1963

Dear Art:

This will acknowledge your note of March 22nd regarding the alumni of Columbia University invitation.

It has been received, acknowledged by Dick and referred to the Schedule Committee for consideration. The Committee meets tomorrow and we will try to include it on the agenda. As I am sure you know, however, the schedule from here through May is almost fully committed, but I'm glad to have your thoughts on this one. We will let you know whether or not anything can be worked out.

Best regards.

Sincerely,

H. R. Haldeman

Mr. Arthur J. Dolan, Jr.
Vice President
Blyth & Co., Inc.
Russ Building
San Francisco, California

file: to Schedule
x = D
x - chron.
March 23, 1962

Dear Helen:

I certainly appreciate your note and the accompanying material which you left a week or so ago; also your note this week regarding the warning on forthcoming smear tactics. I am sorry I didn't get a chance to see you when you were here at the headquarters, but trust your many activities will permit another visit to our lair.

I know that you and a number of others have been concerned about the Birch Society situation, but hope Dick's column on this subject in the Los Angeles Times last week helped to explain the reasoning behind this situation. I am sure you will also find his column next week on the subject of combating Communism of great interest.

In the months ahead, we will certainly be providing you "vote-getters" with plenty of material regarding positions on the issues of Education, Transportation and the many other important matters that are of legitimate concern to the California voters.

I am delighted to hear you are working for Mr. McDonough on Roybal's eastside area, and trust you will continue to put in a good word for us at the same time.

Hope to see you soon. Meantime, keep up the good work and very best regards.

Sincerely,

H. R. Haldeman

Mrs. Helen M. Riddell
4141 Wilshire Boulevard
Los Angeles 5, California
March 26, 1963

Dear Bob:

Thanks so much for your letter of March 23rd.

Your suggestions are excellent, and we will certainly plan to follow through along these lines in the general election. Hope you'll be able to help out.

Again, thanks, and best regards.

Sincerely,

H. R. Haldeman

Mr. R. L. Harper, Jr.
1000 East Camelback Road
Suite 16
Scottsdale, Arizona

Personal
March 26, 1962

Mr. A. C. Nielsen, Sr.
Chairman
A. C. Nielsen Company
2101 Howard Street
Chicago 45, Illinois

Dear Mr. Nielsen:

Thank you very much for your letter of March 22nd. You have provided us with a very complete rundown of the services which your organization is so well equipped to offer. They are outstanding, and I hope we will be able to take advantage of them.

I am passing your letter and the material you included along to our advertising agency, Hinson & Jorgensen, for their careful review.

Again, our appreciation for your interest and help.

Best regards.

Sincerely,

H. R. Haldeman
March 26, 1962

Mr. Robert C. Streat
371 Lake Street
Newark 4, New Jersey

Dear Mr. Streat:

I have been meaning to write you since our official Headquarters opening.

Mrs. Sammelman has told me of her telephone conversations with you and of your very generous thought in connection with the campaign materials. I know she has written you, but certainly I don't want this time to pass without a personal thank-you on behalf of the Nixon-for-Governor campaign organization.

We were especially in need of posters and pictures. Your supply helped tremendously, and particularly on March 5th, when we opening the State Headquarters. I understand from Mrs. Sammelman you are now sending additional posters to us. They will be put to good use and, needless to say, gratefully received.

Many thanks again for your thoughtfulness in contacting us and your very generous follow-through on supplying us with the material.

Kind regards.

Sincerely,

H. R. Haldeman
March 27, 1962

Mr. Theodore R. Owings
801 North Kester Avenue
Los Angeles, California

Dear Mr. Owings:

Mrs. Erdle came by Headquarters this afternoon and mentioned her visit with you and your offer to help out in the campaign period ahead.

Because of your own activities in the field of Public Relations, I am asking Mr. Charles Farrington, Jr., our Director of Public Relations, to telephone you. However, I wanted to write this personal note expressing the gratitude of the Nixon-for-Governor campaign organization for your interest in and support of our program.

If you are in the area, be sure to stop by our office.

You will be hearing from Mr. Farrington soon. Meanwhile, our thanks again for your interest and offer to help, and very best regards.

Sincerely,

H. R. Haldeman
March 27, 1962

Mrs. E. A. Dickson
425 South Windsor Street
Los Angeles, California

Dear Mrs. Dickson:

Mrs. Erdle came by our Headquarters this afternoon. She mentioned her visit with you yesterday morning, together with Mrs. Drews and the others attending the meeting in the home of Mr. and Mrs. Martin.

We are, of course, especially glad to learn of your interest in our campaign program, and I am wondering if there is a particular area in which you might like to become active. With this in mind, I am taking the liberty of asking Mrs. Carol Arth of our Staff to get in touch with you.

I did want to write this personal note, however. Mrs. Arth and Mrs. Drews have told me you were very helpful in making arrangements for the meeting in the Martin home yesterday, and we are most grateful.

With kind regards and good wishes,

Sincerely,

M. R. Haldeman
March 27, 1962

Dear Joe:

It is the consensus of opinion, the bumper strip promotion idea you put forth is excellent and should be undertaken.

Herb Kalmbach suggested we have a "Bumper Sticker Flying Squad Chairman". It would then be his responsibility to organize several of these so-called "squads". The Captain of each squad would report to and receive assignments from the Chairman on a weekly basis.

Herb also suggested the work among the squads might well be set up on a competitive basis. At the same time, he thinks it would be a good idea to set up the activity at the various County Headquarters with squads operating from these to all points of the County, and especially appearing at the different major events.

This subject is on the agenda for our Leadership Seminar this coming Saturday.

Many thanks for your help, Joe. I am asking Herb to continue following through on the project down here, and will be interested in knowing the results up north.

Best regards.

Sincerely,

M. R. Haldeman

Mr. Joseph Martin, Jr.
400 Montgomery Street
San Francisco, California
I have a group of young lawyers and a couple of copy writers who have volunteered anonymously to try to see if they can be of help in preparing Nixon speech material. They have suggested that as a trial, we supply them with a bundle of research on some particular subject, together with a general indication of Nixon's position on this and related matters, and give them the opportunity to develop a basic speech on that subject, as well as a set of excerpts to accompany.

I think this might be a very productive effort and certainly is worth a try.

Will you please, therefore, get to me by March 29th as complete a compilation as possible of material on whatever subject you think would be best for this trial run?
March 28, 1962

Dear Tom:

The George D. Buccola Investment Company announcement was received this morning.

Congratulations! They're lucky to have you, and of course I hope it proves all and more than you now anticipate.

At the same time, I must add we are sorry to come out the loser. However, I trust as the weeks roll on, you may find it possible to help out.

Best of luck, Tom.

Sincerely,

H. R. Haldeman

Mr. Thomas E. Smith
George D. Buccola Investment Company
3700 Newport Boulevard
Newport Beach, California
I find that on an invoice dated February 16th from the Larios Travel Service in San Francisco there is an expenditure of $60.62 for airplane tickets for B. Becker and D. Berghals, San Francisco to Los Angeles. I assume these should be reimbursed and trust you will make the collection immediately.
We are in real trouble with the Finance Committee
due to your extreme laxity in getting the press billing for the
Mother Lode Tour processed. This creates special problems since
the reimbursement will now come in subsequent to RN's filing,
although the payments to the bus and airplane people were made
before filing.

This cannot happen again. It is imperative that
the present backlog be cleaned up immediately.
Will you please see that Ned Harding, 147 Court Street, Dedham, Massachusetts, is put on the list to receive all mailings of texts of Nixon's speeches, and excerpts also. He was one of our key volunteer staff people in '60 and is working on George Lodge's campaign now.

File: - Sandy -
x - L
x - H
x - chrom. /
I would like to review the material to be presented at the March 31st Leadership Seminar in advance of the meeting.

Will you please have me by 5 P.M. Wednesday, March 28th, the text of your remarks or the outline from which you expect to work, so that I can review it Wednesday night and discuss it with you on Thursday?

To:
- C. Aith
- C. Farrington, Jr.
- K. Edabock
- J. Edabock
- E. Metzoldman
- Y. Smith
It is imperative to get a crash program under way on headquarters openings. There is too much talking, and not enough doing.

I very strongly feel that all County and Community Chairmen should be given Monday, April 23rd, as the deadline date for having a headquarters opened, staffed and operating.

The impact of a large number of headquarters in full swing immediately after Easter will be tremendous -- but it isn't going to happen if we keep asking them instead of telling them.

This should be emphasized at the March 31st session and this will give these in attendance three weeks in which to get the job done -- which is more than ample time, since many are already under way.

By April 23rd, we should have at least 50 headquarters opened in Los Angeles and at least one in every other County, with additional in all major cities of outlying Counties.

I am currently also of the opinion we should seriously consider a Los Angeles County headquarters separate from 3908 Wilshire, which would then function solely as State Headquarters. If possible, the L.A. County headquarters should be located near 3908 Wilshire.
Dear Joe:

From several sources, I have been approached regarding the desirability of getting Phil Ray active in the campaign. Would appreciate your evaluation of Ray's potential value to us and any thoughts you might have on where and how we might use him.
I think we can get some time this week for an RN photo session.

The boss suggests we approach the LIFE photographer who did the cover and other recent stuff to see if he would do this as a free-lance.

The boss thought possibly he might be willing to do it for nothing, or for material costs, since he seemed to be very dedicated to our cause.
I am concerned about Lou Mack's financial arrangements, especially since I see invoices from him, including charges for photos and prints of Nixon tours. I would like to discuss this with you.
Ned Harding is working on George Lodge's campaign and is most anxious to get a card run of our full Massachusetts mailing list from '60.

Do we have a policy on this?

Ned indicates they would be happy to pay for the cost of running the cards. I am sure they also would be willing to pay a price for getting this material by ordering it direct from Dean Borton & Associates.

Would appreciate your advice as to what, if anything, we should do for them.

---

File: - Lois -
x - follow-up 3/28
x - chron.
Sammy

Bob Haldeman

cc: Herb Kalmbach

I need to discuss with you our control of reordering materials. The Finance Committee was not satisfied with my explanation of our present set-up, which I am not sure I understand myself.
Jean Dewey

Bob Haldeman

Marvin Corrie

It is my understanding, per our conversation when you were here, that you are going to check with Marvin Corrie regarding his availability as a pilot for the campaign without our renting one of his airplanes. Let me know how you make out.

file: Dewey
x - Serv. & Fac.
x - chron.
x - follow-up 3/29
Jean Dewey
Bob Haldeman
COPE

Jean -

Thanks for the COPE release. I think someone should cover this - either by a staff member up there -- or perhaps a qualified volunteer. Is it something Alice Leopold would do for us?

File: - Labor /
   x - chron /
   x - follow-up 3/26 and 4/2
March 20, 1983

Bob Haldeman

Bumper Strips

Mrs. Watson; Messrs. Orrick, Weinberger and H. Kalmbach.

Dear Joe:

Thanks for sending me copy of your letter to Downey Orrick. I couldn’t agree with you more. Bumper strips are only good if they’re on bumpers! They are also an item of cost in terms of the numbers we deal in, and a little more concentrated effort toward getting them actually on bumpers is certainly in order. By copy of this memo, I am asking Herb Kalmbach to give this some thought and see what might be worked out down here along the lines you have suggested.

Many thanks and best regards.

Joe Martin, Jr.

File: Bumper Strips
x - M
x - chen. ✓
I have been warned by David Heyler we should not rely on the Angell & Blodgett material regarding the Santa Barbara Embarcadero. He says Capt. Ellisson, State Investigators Board, Los Angeles, partial to Brown, has some bad stuff on Angell & Blodgett. Don't know anything about it, but am passing along for your information.
March 19, 1962

Dear Sandy:

Is this something that would be valuable for us to reproduce and distribute in quantity?

Will appreciate having your comments.

Best regards.

Sincerely,

H. R. Haldeman

Mr. S. L. Weiner
8870 Santa Monica Boulevard
Beverly Hills, California

California Jewish Press 3/9 issue
"Jewish Leaders Support Nixon in Race for State Governor"
Are you preparing draft letters from RN to each of our Chairmen to be sent as soon as each is appointed?

I think this is very important and should be done immediately, if not already done.

This should include County Chairmen, Community Chairmen, over all Vice Chairmen etc.

Letters should be submitted to the Mail Office in draft form with names and addresses. They will be processed from there.

File: H. Kalmbach - follow-up x - chron.
Staff Members

Bob Haldeman

Weekly Conferences

March 10, 1983

I am setting aside each Thursday as Staff Conference Day so that it will be possible for me to meet with each staff member individually on a regular weekly basis.

Listed below are the appointment hours which I hope will work out satisfactorily. If it is necessary to cancel because of other commitments, just let me know, and you will be notified if something should preclude my seeing you at the set time. Herb Kalmbach will plan to sit in as many of these meetings as his schedule will permit.

10:00 A.M. C. Farrington
10:30 A.M. C. Farrington with Sandy Quin and Dave Henley
1:30 P.M. Yvonne Smith
2:30 P.M. Carol Arth
3:30 P.M. Sammy Sammelman
4:30 P.M. John Kalmbach

C. Arth
C. Farrington
D. Henley
H. Kalmbach
J. Kalmbach
S. Quin
S. Sammelman
Y. Smith
Research Department

Bob Haldeman

cc: Rose Mary Woods

May I please have, and will you please send to Rose Mary Woods, names of appropriate Task Force heads or members to whom we can refer callers who wish to discuss matters re: Water, Education, Taxes etc.?

File: Research - follow-up
x - chron.
March 18, 1962

Mr. Thomas W. Riley
Lynmar Company
427 Tenth Street
Richmond, California

Dear Tom:

Thanks very much for your letter of March 14th and the attached material.

I am sure you will understand that there is a problem involved in having Dick address letters to Miller and Shepard at this particular time. However, I know that he would be most happy to do so if you file and are unopposed in the GOP primary.

Meantime, I have talked with Cap and think perhaps he may be able to be of some assistance to you in this situation. I assume you will have heard from him by now.

I certainly wish you the best of luck and trust you will be able to solve the financial problem, which I recognize can be a real tough hurdle.

Keep me posted on the situation, and best regards.

Sincerely,

H. R. Haldeman
March 21, 1962

Dear Frank:

Just a note to thank you for sending along the Bliss Report. It was received a few days ago and I do appreciate your getting me this copy.

It would be good to hear from you. When you have a moment, drop me a line and bring things down to date.

Thanks again, and best regards.

Sincerely,

H. R. Haldeman

Mr. Frank Avren
Republican State Headquarters
17 North High Street
Columbus, Ohio
March 20, 1962

Miss Marian Ganong
Public Relations Director
California Adoption Foundation
158 N. Occidental Boulevard
Los Angeles 20, California

Dear Miss Ganong:

Through Carol Arth, I have your letter of March 19th.

On behalf of Mr. and Mrs. Nixon, may I express appreciation for the cordial invitation extended them by the California Adoption Foundation to attend the opening night of ADVISE & CONSENT Thursday, April 2nd, at the Huntington Hartford Theater. Unhappily, this conflicts with an out-of-town commitment of long standing which will preclude their accepting.

I know both Mr. and Mrs. Nixon are hoping to see the play during the Los Angeles run, but will be especially sorry to miss the opening night which is being sponsored by the California Adoption Foundation, and joining their guests and members of the cast for the after theater party which is being planned.

Will you please express to the Board of Directors of the Foundation the appreciation of Mr. and Mrs. Nixon for the thoughtful invitation, and their regret they cannot accept?

I have been glancing over the material enclosed with your letter and have found it most attractive and effective.

With all good wishes.

Sincerely,

H. R. Haldeman
March 15, 1982

Mrs. Vera E. Storer
1138 North Commonwealth
Los Angeles 29, California

Dear Mrs. Storer:

Thank you for your letter of March 11th.

I was interested in your report of the radio program on KABC and you were thoughtful to take the time to write us.

Your letter is being passed along to our staff members who are particularly interested in this type of activity. They will appreciate, as I do, your kindness in writing us.

Kind regards.

Sincerely,

H. R. Haldeman
March 15, 1963

Dear Bob:

I appreciated your letter and of course understand your position and reasoning. It makes good sense, and anything you want to pass along that you feel would be helpful, you know will be gratefully received.

About the autographed picture. I have done the needful, and it will be coming along.

Thanks again, Bob, and let me know when you are next in the area. Incidentally, our "damp town" has dried out.

Best regards.

Sincerely,

H. R. Haldeman

Mr. Robert Harper
6747 North 16th Place
Phoenix, Arizona

Personal
Mr. J. R. White  

Mr. Bob Haldeman

Dear Bob:

Norton Norris, Contact Director, terminated as of March 15, 1962, is to receive salary through March 31, 1962.

Will you please see that his check is mailed immediately to him at his home address which you have on your records?

—or at least as soon as possible—
March 15, 1962

Mrs. Forchan Daca
1781 Longwood Avenue
Los Angeles 19, California

Dear Mrs. Daca:

Your letter of March 12th has been brought to my attention and has been read with interest.

We always appreciate receiving suggestions and comments on the various issues and aspects of the campaign.

Thank you very much indeed for taking the time to write us.

Sincerely,

H. R. Haldeman
Where are the drafts of the RN introductions? The Candidate has asked me three times to see them, and it is getting a little difficult to cover for the staff's lack of delivery.

C. Farrington - f-u
 x - chron.
I am setting up Thursday of each week as staff conference day, meeting with individual members of the staff.

It seems to me the morning might well be devoted to Public Relations, beginning with a meeting with the Agency people at 9:00 A.M., for one hour; with you alone from 10:00 to 10:30 A.M., and with you, Sandy and Dave from 10:30 to 11:00 A.M.

I would also like a regular weekly meeting with the P.R. group. This possibly could be set up on Thursday also, at 12:00 Noon.

Will you 1) check with Kai about the 9:00 A.M. Thursday date, and 2) sound out the P.R. group on the regular Thursday luncheon-meeting?

C. Farrington - f-u
x - chron.
Bob Haldeman
RN meeting with Farm group
cc: Jean Dewey

Ralph Bunje is anxious that the key members of his Farm group have
an opportunity to meet with RN at Modesto at an early date.

Will you see if this could be coordinated with the April 10th visit --
perhaps in the late afternoon? Bunje suggested breakfast or luncheon,
but perhaps would settle for this instead.

He may feel this is too early to get the group together, in which case
we will try to schedule it later on.

File: Schedule - Joanna Robbins for follow-up
x - Chron.
Bob Haldeman

Lois Gaunt 3-19-63

I haven't answered Stan McCaffrey, but apparently he is up to his old tricks. Do you feel any of the people listed need an RN letter, or should I handle from here with McCaffrey?
March 13, 1962

Dear Bob:

Thought you might be interested in the attached memorandum from Sandy Quina and the press clippings arising from Grant Reynolds' recent visit.

As Reynolds probably told you, I covered with him immediately prior to his departure the fact that we had had some adverse reaction among our own supporters to a number of the comments he had made at meetings and press conferences.

I do feel that Reynolds' recommendations can be of great help to us, but that his activities in California should be limited to constructive matters rather than criticism of past or present errors -- especially in public.

I understand Reynolds is going to be back out here in April and hope we can take further advantage of his advice and counsel. However, I also hope you will have an opportunity to discuss with him the necessity for accentuating the positive.

Best regards.

Sincerely,

H. R. Haldeman

Honorable Bob Wilson
House Office Building
Washington 25, D. C.

File: Wilson
x - Reynolds
x - chron.
March 13, 1962

Dear Don:

Thanks for your March 8th letter.

My home address is 550 Spoleto Drive, Pacific Palisades; telephones - GL 4-5217.

I would appreciate it, however, if you would address all written material to my office, since it all has to be handled there anyway; also, except in cases of dire emergency, please direct your calls to my office. I spend roughly twelve to sixteen hours a day there, and try to use what little time I have at home for uninterrupted paper work, brief communication with my family, and occasionally sleep.

Glad to hear your Task Force is well organized. Howard Thelin does keep us very well posted.

Sincerely,

H. R. Haldeman

Hon. Don Mulford
State Capitol
Sacramento, California
Herb Kalmbach, Bill Spencer, J. R. White

It was agreed at a meeting of the finance group last Friday that J. R. White should be set up as Treasurer of each Nixon committee which is formed. He will handle collection, accounting and reporting of all funds collected for every committee.

File: Finance - Treasurer
x - J. R. White
x - chron.
As I am sure you know, we have an excellent mailing facility available to us at Dean Borton and Associates.

All of our IBM type mailing list cards are maintained by this organization and they are uniquely set up to service our particular campaign structure.

They are fully equipped with flex-o-writers for mass production of individually typed letters and with auto-pen equipment for machine produced personal signatures.

Any of the direct mail work which you do should be processed through this firm by Sammy Sammelman at headquarters unless there is some compelling reason for not doing so.

If you have any questions or need any further information, I am sure Sammy can answer you.
At a meeting of the Public Relations Advisory group, several points came up regarding issues which should be developed and RN asked that these be followed up immediately.

1) It was agreed the problem of urban transportation was one in which our program should be developed and enunciated fast before it is preempted by the opposition.

2) We should give consideration to the problem of retraining members of the labor force who are becoming unemployable through technical advances. The state should not wait for the federal government to take the lead on this. We should develop two or three new positive approaches to the whole problem of retraining. It was felt that anything done on this should not be released until later, since Brown would probably pick it up right away.

3) It was felt that we should develop material for our farmer group to make a strong negative attack on Brown. It was agreed this would be much more valuable than a positive position for RN on agriculture, since farmers basically prefer to be against things, rather than for them. It was submitted the real issue is saving California agriculture and/or the inland empire. Brown should be attacked as a stooge for Goldberg, AFL-CIO. It should be pointed out that it is up to Brown to work with the national administration to get the national minimum wage raised, rather than to raise California's minimum wage above the present $1.00 level, which is far higher than many other states. He should be attacked as a rubber stamp of Goldberg and a stooge of the CIO. Action might be taken under the name of "Committee to save the Inland Empire", or "Committee to save California Agriculture".

Your thoughts and recommendations on the above will be appreciated as soon as possible.
It is my understanding RN requested from you some time ago a listing of all favorable points where California ranks second or below and all the unfavorable points where California ranks first, i.e. crime etc.

He again raised this point at the Research group meeting last week.

He has asked me several times since whether we have this list. I hope it can be developed as quickly as possible and would appreciate knowing right away when you expect to have it ready.
Research Department

Bob Haldeman

CC: H. Flournoy

Hugh Flournoy's memo of March 5th indicated a preliminary report on attitudes of special interest organizations would be airmailed from Sacramento by March 9th. This has not yet been received. May I please have a progress report?

File: Research - Staff Memos - f-u
x - chron.
Sandy Quinn  

Bob Haldeman  

WCTU

I think the WCTU incident is a good example of the necessity of checking things out a little more carefully before raising questions or making recommendations.

I agree with you that we can retire the Joe Fox request to the files.

file: Candidate - Appt. Req.  
x - chron.