

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>
52	37	07/29/1960	Letter	Letter from John Dinkelspeil and Caspar Weinberger to Nixon Club Chairmen in Northern California. Campaign Check List. 4 pgs.
52	37	06/17/1960	Letter	Letter from Thomas Pike to County Nixon Chairmen. Subject: Campaign Co-Ordination with GOP Leadership. 2 pgs.
52	37	1960	Letter	Letter from Thomas Pike to Operation Telephone Leadership. RE: Listing of telephone volunteers. 2 pgs.
52	37	06/06/1960	Letter	Letter to Nixon Club Chairmen in Northern California and others concerned with operation telephone. 1 pg.
52	37	05/25/1960	Letter	Letter to Nixon Club Chairmen in Northern California. Subject: Operation Telephone. 3 pgs. Duplicate not scanned.
52	37	04/06/1960	Letter	Letter from H.R. Haldeman to Campaign idea file. RE: Use of choral groups in major city campaign appearances. 1 pg.

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JOHN WALTON DINKELSPIEL
CASPAR W. WEINBERGER
Co-Chairmen

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Executive Committee

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NIXON IN '60 COMMITTEE



*Basic Campaign
Idea file*

OF NORTHERN CALIFORNIA
870 Market St., San Francisco 2, Calif. SU 1-3751

July 29, 1960

Campaign Check List

To: Nixon Club Chairmen in Northern California

The time for intensive campaign action is now upon us!

We have the basic organization for a full-fledged, intensive campaign to elect Dick Nixon President of the United States on November 8th. Let's put that organization to work and get moving fast. Here is a check list of things you should be doing and plans you should be making, RIGHT NOW. (Check them off as you complete them.)

- 1. Membership. Expand your organization of Nixon clubs to every community of your county. An effective campaign organization requires a working force in every crossroads and hamlet. Your county organization is not sufficient to do the job, no matter how well it is set up. Send in names of your community chairmen so we can begin sending them the basic materials they will need to do the job.
- 2. Democrats. Capitalize on the breakage of the Democratic national convention by signing up Democrats who don't like their candidate (and properly so!) or who don't approve of the Democratic platform. There are thousands upon thousands of them. Use these names for a committee of Democrats for Nixon and make sure you get good publicity on it.
- 3. Coordinating Committee. This campaign will be a cooperative one. Be sure you have a coordinating committee representative of all groups in the County interested in the election of Dick Nixon. At the very minimum this committee should include representatives of the Republican County Central Committee, Republican Assembly, Federation of Republican Women, and Young Republicans, as well as Nixon club leadership. Schedule weekly meetings (or at the very least bi-weekly) so you can eliminate wasteful duplication of effort and be in a position to profit from all possible ideas.

4. Headquarters. There must be a separate Nixon headquarters in every county--and additional ones where there are two or more major cities or areas in a county. Try to open your headquarters shortly after the first of August and have it in full scale operation by the day after Labor Day. Have a well publicized opening (and be sure you have a crowd by getting a crew busy on the telephone a few days in advance.) Your headquarters will cooperate fully with the Republican headquarters, of course, but we must have a place where Democrats and independents can join in working for Nixon. Try to get a place where there will be sufficient room to set up a battery of telephones for your get-out-the-vote effort just prior to the election.
5. Finance. Appoint a finance chairman, who will have the responsibility of raising sufficient funds for this campaign from your area. Your finance chairman should have a close working relationship with the Republican fund raising organization in your county, but he should be prepared to contact non-Republican money sources as well. Budget figures are now being prepared and will be made available on a county-by-county basis in the very near future.
6. Precinct Organization. Appoint a precinct chairman, who will work with the precinct organization of your Republican County Central Committee. The Vice President has asked that we man every precinct in California with not one but TWO precinct workers. Where there is an effective Republican precinct organization, augment that organization to the extent necessary to cover the county completely. Where there is no effective precinct operation, set up one--in cooperation with the Republican County Chairman.

Young business and professional men offer an excellent source of people for precinct work. Large numbers of them have become interested in politics through the "school of politics" programs of the Chamber of Commerce and other organizations. Your goal should be at least one personal call upon every voter--Republicans and Democrats alike--before November 8th.

7. Special Groups. Appoint chairmen to organize special groups, such as doctors, lawyers, veterans, minorities, etc. Check carefully with leaders of the groups concerned to make sure you have the right person. These groups can be very helpful in making available campaign workers, contributions, and carrying the story of their support of Nixon to the public through appropriate news stories.
8. Publicity. Appoint a publicity chairman and plan for a coordinated and continuing release of news. Among ideas which deserve news space are announcements of local chairmen and committees, meetings, rallies, organization of special groups, statements by chairmen or others on political developments. These are only a few suggestions. An active and competent publicity chairman, preferably with newspaper background, can constantly make available the news of Dick Nixon and your club for your local press.

9. "Operation Telephone". Experience in the primary election demonstrated that volunteers manning an organized battery of telephones in the four days prior to the election paid dividends in turning out the vote for Nixon. Plan now to set up telephone batteries covering every precinct in your county for the general election. We will have a detailed bulletin on this in the very near future.
10. Mailing. Plans for the campaign include a Nixon mailing piece to be sent to all Democratic voters just prior to the election. (Money being scarce, we're counting on the Republican Central Committee to mail to Republican voters on behalf of the ticket.) Plan now for volunteer crews to address envelopes for this mailing during the months of September and October.
11. Speakers' Bureau. Select a speakers' bureau chairman and issue a news release offering speakers to any organization desiring a presentation on the presidential campaign. Make certain that your speakers are adequately briefed on the basic issues. The best way to do this is to have a meeting of persons volunteering to speak and conduct a "school" on issues--using the kit of material sent to you by the Nixon Volunteers in Washington. (Anyone who has not received this material please contact this office.) We suggest emphasis on the following major issues:
- A. Strong foreign policy. Nixon is the man who has demonstrated he can stand up to Khrushchev. He will not be an appeaser.
 - B. Sound and economical government. Nixon believes in giving the working man control of the maximum proportion of his own paycheck and not in visionary, bureaucratic programs which inevitably increase taxes and cut take-home pay.
12. Fair Booths. Make arrangements for a Nixon booth at your county or district fair. See Action Memo of Nixon Volunteers entitled "Fair Time--U.S.A."
13. Materials. Additional materials will be available shortly after the national convention, and initial supplies will be distributed automatically. In the meantime, send in your requests for any needed quantities of the following:
- | | |
|---------------------|---------------------------|
| Enrollment cards | Nixon pictures |
| Brochures | Nixon posters |
| Windshield stickers | Book - "Richard Nixon" by |
| Lapel buttons | Earl Mazo (20¢ per copy) |
14. College Youth for Nixon. Contacts are being made with youth leaders throughout the State to activate Nixon clubs on every college and university campus immediately upon the start of classes in September. Please send names and addresses of any college students who would be interested in working for Nixon on their campuses.
15. Films. Copies of two Nixon films are available for use at meetings, showing at fair booths, etc. Others will be added to the list in the near future. The two which may be obtained at this time are:

"Ambassador of Friendship", 21 minutes; showing the Vice President as our Nation's representative in dealing with world leaders.

"What I Saw in Russia, 28 minutes; a CBS film showing highlights of the Vice President's trip to Russia.

Please send requests for these films as far in advance as possible. It will be necessary to arrange locally for a 16 millimeter sound projector and screen.

16. Campaign Kickoff. You are cordially invited to participate in the opening of public headquarters of the Nixon for President Committee of Northern California.

Date: Monday, August 15th

Place: 902 Market Street, San Francisco.

Time: 7:30 p.m.

Come and help make this a rip-roaring, spectacular event to start off the general election campaign.

Remember, the time is short! Let's get all of the preliminaries out of way so you can be operating at full steam at the earliest possible date. Let us know how you are doing and how we can help. Share your ideas-- what works well in your community may be helpful somewhere else.

Cordially,

John W. Dinkelspiel

Caspar W. Weinberger

JOHN WALTON DINKELSPIEL
CASPAR W. WEINBERGER
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NIXON

IN '60

COMMITTEE



FOR YOUR INFORMATION
Campaign Idea
fill

OF NORTHERN CALIFORNIA
870 Market St., San Francisco 2, Calif. SU 1-3751

June 17, 1960

TO: COUNTY NIXON CHAIRMEN

FROM: THOMAS P. PIKE

SUBJECT: CAMPAIGN CO-ORDINATION WITH GOP LEADERSHIP

I am sending letters to all Republican County chairmen thanking them for all the help they gave to the Nixon Primary Campaign. Also I will express the desire that in each county we have a Nixon chairman (yourself), and a Nixon finance chairman working with their counterpart in the GOP organization to work out the details of our campaign plan and arrange for its financing.

We have an identical goal -- the election of Dick Nixon as our next president. Our cooperation and unified effort will carry California for the Vice President, as well as the other Republican stalwarts on the November ballot.

Our first practical consideration is the financing of billboards within each county. We are currently negotiating for a statewide poster showing. Within two weeks we expect to have a county-by-county breakdown of costs. At this point we hope that you and your finance chairman will meet with the GOP chairman and finance chairman to work out ways and means of underwriting this expenditure.

This will set a pattern, I believe, for future budget and campaign problems, and lead to a unified campaign which utilizes all of the Republican organization potential as well as the "new faces", independents and conservative Democrats recruited through Nixon clubs.

Cordially yours,

Thomas P. Pike
State Chairman

June 14, 1960

Dear County Chairmen:

It was my great pleasure to meet with your group in Los Angeles Saturday and review the progress made to date in all Republican contests.

You are doing a wonderful job, and I presume to offer suggestions only for the campaign on behalf of the head of our ticket, Vice President Nixon.

To summarize the thoughts I expressed Saturday, we would like to see:

1. A Nixon chairman and a Nixon finance chairman for each county working with
2. The Republican chairman and Republican finance chairman in each county.

Together they would plan for the financing and conduct of the Nixon campaign within each county.

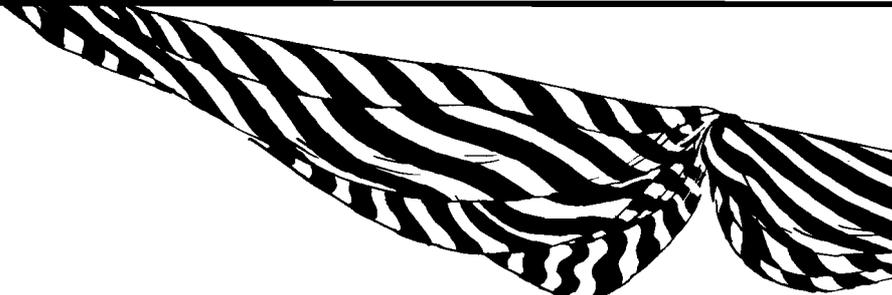
We have an identical goal -- the election of Dick Nixon as our next president. Our united and unified effort will carry California for the Vice President, as well as the other Republican stalwarts on the November ballot.

Our first practical consideration is the financing of billboards within each county. We are currently negotiating for a statewide poster showing. Within two weeks we expect to have a county-by-county breakdown of costs. We suggest that you, the county chairman, and your finance chairman meet with the Nixon chairman and finance chief to work out ways and means of underwriting this expenditure within your county.

This will set the pattern, we believe, for mutual cooperation, and discussion of needs and goals for the Nixon campaign, within the framework of the total Republican need and potential in each county.

Sincerely yours,

Thomas P. Pike



RICHARD M. NIXON FOR PRESIDENT



*Campaign Area
File*

To: Operation Telephone Leadership
From: Thomas P. Pike, State Chairman
Re: Listing of telephone volunteers

"Operation Telephone", it is obvious now, will be one of the largest and most dramatic events of any political campaign, utilizing several thousand volunteer workers.

We want to be sure that each one gets a special memento of the campaign, and a personal thank you.

To that end, could you circulate the enclosed "ROSTER" to all your workers and return to us at your earliest convenience.

And meanwhile, a real, heart-felt "thank you" for all you are doing.

Operation Telephone Roster

NOTE: Please circulate to all workers, in order that they may be thanked (and thank you!)

NAME

STREET & CITY

Have you worked
on political cam-
paigns before?

Did you enjoy
this one?

When completed, please return to Headquarters -- 2796 West Eighth Street, Los Angeles 5

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NIXON IN '60 COMMITTEE



Campaign File
FOR YOUR INFORMATION

OF NORTHERN CALIFORNIA
870 Market St., San Francisco 2, Calif. SU 1-3751

June 6, 1960

To: Nixon Club Chairmen in Northern California
and others concerned with:

"Operation Telephone"

With the get-out-the-vote campaign for tomorrow's primary election now complete, will you please send immediately to the above address a list of persons who participated in the program so that "thank you" letters can be sent to them.

To make sure that we have all the details of your operation for use in making a final report, will you also provide the following information:

1. Number of telephone locations and number of telephones in each.
2. Number of precincts covered.
3. Total number of calls made.
4. Number of volunteer workers participating.
5. Other get-out-the-vote activities in your area--personal calls, mailings, etc.

Please mail the information by Thursday of this week, June 9th.

Preliminary reports indicate this was an excellent warm-up for the Fall. Let's get busy now and really perfect our organization for the big push!

JOHN WALTON DINKELSPIEL
CASPAR W. WEINBERGER
Co-Chairmen

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NIXON IN '60 COMMITTEE



File
Campaign Ideas

OF NORTHERN CALIFORNIA
870 Market St., San Francisco 2, Calif. SU 1-3751

May 25, 1960

TO NIXON CLUB CHAIRMEN IN NORTHERN CALIFORNIA:

Subject: "Operation Telephone"

Here are a few last minute suggestions for carrying out your telephone campaign to get out the vote for Dick Nixon at the June 7th primary.

If you haven't yet put the operation into effect in your area, it's still not too late to start. (See our memorandum of May 9th for a step-by-step procedure.)

Attached is a suggested sheet of instructions to volunteers, including a standard telephone message. Please do not vary this message. It has been thoroughly tested and works well. It can be given in 12 seconds time and permits a maximum number of calls to be made on each telephone. (There is not enough time to mention the names of all Republican candidates--but if votes can be brought out for Nixon, all other candidates will benefit.)

Other suggestions:

1. Schedule volunteers in three-hour shifts from 9 a.m. to 9 p.m. Work through the lunch and dinner hours.
2. We have been asked not to call on Sundays. To cover the ground, therefore, we suggest that calls be made on four days--Thursday, Friday, Saturday and Monday. Each telephone should cover 1,600 calls during that period.
3. Find the number of telephones you will need by dividing 1,600 into the number of registered Republican voters in your area.
4. Have a supervisor in charge of each location and appoint a hospitality chairman to arrange for coffee and sandwiches.

5. Spend the time prior to June 2 having volunteers look up telephone numbers and place them on the precinct lists.

6. When telephones are installed have telephone number card in center of dial left blank so there will be no possibility of unauthorized long distance calls.

IF YOU NEED HELP, CALL US -- SAN FRANCISCO SUTTER 1-3751.

Instruction Sheet for Telephone Volunteers

Please dial the number written by the names on the poll list given to you. If the number called does not answer after the phone has rung four times, hang up and call the next number. If the phone is answered by an adult say the following:

"HELLO. I'M CALLING FOR VICE PRESIDENT NIXON TO URGE YOU TO BE SURE TO VOTE NEXT TUESDAY. IF YOU'RE FOR NIXON FOR PRESIDENT, THEN IT'S VERY IMPORTANT THAT YOU VOTE FOR RICHARD NIXON FOR PRESIDENT NEXT TUESDAY. THANK YOU."

Offer nothing further. If the person called asks who's calling, merely say, "I'm a volunteer for Nixon, who feels that it's important that Vice President Nixon be elected the next President of the United States."

If the number called is reached, place a small check (✓) beside the name.

Do not permit a discussion of issues, other candidates, etc., and terminate the call as quickly as possible. The sole object of this effort is to get Republicans to the polls.

You may be assured that the Vice President and the Nixon for President Committee is deeply appreciative of your help.

Refer inquiries as follows:

Registrar of Voters, telephone _____ for location of polling places.
County Republican Headquarters, telephone _____ for transportation to the polls.

April 6, 1960

TO: Campaign Idea file

FROM: H. R. Haldeman

RE: Use of choral groups in major city campaign appearances

I met yesterday with Bill Burnham of Imperial Artists and Ralph Hunter, the choral director from New York, to discuss this subject.

Their basic proposal was that Ralph Hunter be prepared during the campaign, to go into the cities where major appearances are scheduled, and set up a mass chorus to sing at the rally or meeting prior to the start of the formal program and perhaps to conclude the program with an appropriate song. They could of course, also provide the background for leading the entire assembly in community singing during the warmup period.

Hunter's idea would be to go into the city well in advance and line up the various choral groups available in the city on a volunteer basis and provide them with music and arrangements so their own director could rehearse their group; each group individually to be rehearsed on the numbers to be used in the program. Then, shortly before the appearance, Hunter would return to the city and hold rehearsals with the massed choruses he had been able to line up, directing them himself and he would remain for the Rally and would direct the chorus at that time.

This could be done on maybe two or possibly three of the major appearances each week during the campaign. I feel this kind of a thing would be very effective. I have no particular way of judging Hunter's ability to set it up although he is apparently a very competent choral director and there is no reason to feel he couldn't do a good job.

This has been left on the basis that Hunter, on his own initiative, is going to do some research into musical material that would be suitable for this purpose, and also give some thought to laying out a basic plan of how he would set up and operate this program. He will also run down the estimate of costs so we have some idea of how much money is involved.

April 6, 1960

TO: Campaign Idea file

FROM: H. R. Haldeman

RE: Film for club use

John Ehrlichman suggested a device that they have used in Seattle in elections for mayor with very good effect, that might be adaptable to the Club operation.

His suggestion is the preparation of a film to run for whatever length we have footage to make - not more than a half-hour - to be shown at the initial forming meeting of each Nixon for President club, as a means of inspiring the group to get into the campaign.

The content of the film would be a Campaign 1960 kick-off with film clips showing the Vice President actively on the campaign trail to dispel any feeling that there is no enthusiasm and no interest in this campaign.

It might well start with some clips of the Chicago Dinner and excerpts of his speech there talking about the basic points we must stress in this campaign and showing the huge crowd and tremendous reception he received there. We could then go on and perhaps pick up some clips from the Milwaukee dinner where again there was a very enthusiastic crowd. The Vice President's entry into this dinner would be a good shot if we have it. Perhaps some clips from the Q. & A. sessions in Detroit at the Economic Club or the Womens Colleges...a few brief shots of the Squaw Valley opening; some of the receptions in California which would help to dispel the feeling that his own state is not enthusiastically behind him; some clips from the Republican Womens Reception Sunday if there are any where the women really packed in to try to get to him; perhaps some clips from the Uline Arena Monday night, with the President. Also, I think it would be very good to perhaps conclude with some excerpts from the Nebraska speech where he points out that we have a hard fight ahead of us and must really get in and work.

I think this idea has considerable merit and such a film ought to be able to be put together quickly and at not a great deal of cost. We could then make a number of prints and ship them around to the various clubs as they start forming.

cc: P. M. Flanigan