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<td>54</td>
<td>31</td>
<td>09/17/1962</td>
<td>Letter</td>
<td>From Haldeman to L. A. Gallop, re: Campaign organization and Republican National Committee brochure. 1 page.</td>
</tr>
<tr>
<td>54</td>
<td>31</td>
<td>09/07/1962</td>
<td>Letter</td>
<td>From L. A. Gallop to Nixon, re: Republican National Committee Brochure. 2 pages.</td>
</tr>
</tbody>
</table>
September 17, 1962

Dear Mr. Gallop:

Mr. Nixon has referred to me your letter of September 7th since it relates specifically to a function of the campaign organization. I also have the brochure which was received direct from the Republican National Committee.

Dick appreciated, as do we, your interest in the California gubernatorial campaign and your offering the facilities of The Reuben H. Donnelley Corporation. Your personal expression of support was also gratefully received. We too are sorry you are not in California so that we could take advantage of your very thoughtful offer to help out.

We certainly recognize the value of your direct mail technique and the mailing lists from which you work. Unfortunately, however, we do not have the funds to cover this type of operation. Additionally, we are already working with lists which are enabling us to reach the California voters with our literature and mail-outs at relatively lower cost.

The services offered by The Reuben H. Donnelley Corporation will certainly be kept in mind in the future, and we do appreciate your writing us.

With many thanks, and kind regards.

Sincerely,

Mr. L. A. Gallop
The Reuben H. Donnelley Corp.
230 E. Sandford Blvd.
Mount Vernon, New York

H. R. Haldeman
September 7, 1962

Hon. Richard M. Nixon
Post Office Box 6539
Metropolitan Station
Los Angeles 55, California

Dear Mr. Nixon:

You have recently received a brochure, prepared by The Reuben H. Donnelley Corporation under the supervision of the Republican National Committee, which presents a direct mail plan for candidates in the fall elections. I hope that you will have the opportunity to look over the program offered and use it to advance your candidacy.

In 1960 my company made a number of presentations to your side in Washington but there were problems with money and a direct mail program, other than mailings to your own lists, was never undertaken. The basic plan was to mail critical areas where the swing vote could go either way. Hindsight is better than foresight, but I think that mailings launched late in the campaign would have made the difference.

We do not pretend to know California, in political terms, from this office, but we do have a mailing list which contains, by name, nearly every family in your state. This means that when we mail into swing areas and other key areas, we can reach the people that count—the voters who can give you the Governor's office in California.

Should you be interested in this program, I will be happy to confer personally with your side, and we can also bring one of the executives from our Los Angeles Marketing Division office to help plan the coverage work for our mailing. The mailings would be actually made in California and the mailing pieces can be redone so that they will be more local in nature.
If we can be of any help, please do not hesitate to contact me. I worked long and hard for you personally in 1960 and would do it again today if I lived in California. Good luck in November.

Cordially,

THE REUBEN H. DONNELLEY CORPORATION

Marketing Division
A Message from the National Chairman

Your National Committee has led this Candidate Help Direct Mail Program and the mail has inside prepared to help you reach more potential Republican voters - a potential you need if you are to be re-elected or elected to the Congress.

This program will be operated through The Redpath-Danewell Corporation, whose reputation in the direct mail field has been established for decades. Danewell serves many of America's leading manufacturers and it can serve you.

May I suggest that you look through this mail and see what is offered, evaluate how it can help you and use it in the areas where it will help you win votes.

Cordially,

William E. Miller
Chairman
Republican National Committee
This is an example of how a form should be made out.

DEADLINE DATE
ORDERS MUST BE RECEIVED BY
OCTOBER 8, 1962

REPUBLICAN NATIONAL COMMITTEE
CANDIDATE HELP DIRECT MAIL CAMPAIGN
1962
OFFICIAL ORDER FORM

NAME OF CANDIDATE

CANDIDATE FOR
House ☐ Senate ☐
IN 11th CONGRESSIONAL DISTRICT OR STATE Ohio

OFFICIAL COMMITTEE DESIGNATION
Citizens for Burditt CHAIRMAN Richard Jones

ADDRESS
Main St. Warren, Ohio ZONE 6 STATE Ohio

CHECK if Incumbent ( )

IMPRINT INFORMATION (Check Section Applicable)

IMPRINT OPTIONS:

A. I have circled the numbers of three statements of those listed on the inside back cover of the portfolio ( )

B. I am using my own statements of not more than 50 words each and they are attached to the order form. ( )

C. I am using a combination of your statements from the inside back cover, which I have checked, and my own statements, which I have attached. ( )

CHECK STATEMENT NUMBERS:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21

PICTURE:
Be sure to enclose a 5 x 7" glossy print of the candidate.

LIST INSTRUCTIONS

List major cities to be covered. If you choose to cover certain postal zones or sections of a Congressional District, be sure to include map showing areas to be covered, List counties and towns.

CHECK SECTIONS APPLICABLE FOR POSTAL INFORMATION:

Specify Home ☐ Use Donnelley Permit Number ☐
Use My Permit Number which is ☐ Post Office Warren Ohio

Send to Me in Bulk ☐ Mail for Me ☐
REPUBLICAN NATIONAL COMMITTEE
CANDIDATE HELP DIRECT MAIL CAMPAIGN
1962
OFFICIAL ORDER FORM

NAME OF CANDIDATE

CANDIDATE FOR
House ☐ Senate ☐ IN _______ CONGRESSIONAL DISTRICT OR STATE _______

OFFICIAL COMMITTEE DESIGNATION
CHAIRMAN

ADDRESS ___________________ CITY ___________ ZONE _______ STATE _____
Check if Incumbent ( )

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Send to Me in Bulk Mail for Me
Send to Me In Bulk, Without Permit and I Will Stamp Myself

COST:

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Original (White):................. REPUBLICAN CAMPAIGN EXPEDITER
(With Certified Check) P. O. Box 95-F, R. H. Donnelley Corporation, Mount Vernon 10, New York
Blue Copy:......................... FOR YOUR OWN FILE
Pink Copy:......................... DR. WILLIAM PRENDERGAST, Republican National Committee
1625 Eye Street, Washington, N. W., D. C.
NAME OF CANDIDATE

CANDIDATE FOR Senate [*] House [ ] IN CONGRESSIONAL DISTRICT OR STATE [Number]

OFFICIAL COMMITTEE DESIGNATION [ ] CHAIRMAN

ADDRESS [ ] CITY [ ] ZONE [ ] STATE [ ] Check if Incumbent ( )

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Send to Me in Bulk [ ] Mail for Me [ ]

Send to Me In Bulk, Without Permit and I Will Stamp Myself [ ]

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REPUBLICAN CAMPAIGN EXPEDITER

P. O. Box 95-F, R. H. Donnelley Corporation, Mount Vernon 10, New York

FOR YOUR OWN FILE

DR. WILLIAM PRENDERGAST, Republican National Committee

1625 Eye Street, Washington, N. W., D. C.
NAME OF CANDIDATE

CANDIDATE FOR House □ Senate □ IN CONGRESSIONAL DISTRICT OR STATE ___ (Number)___

OFFICIAL COMMITTEE DESIGNATION ____________________ CHAIRMAN ____________________

ADDRESS ____________________ CITY ____________ ZONE ____________ STATE ____________ Check if Incumbent ( )

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CHECK SECTIONS APPLICABLE FOR POSTAL INFORMATION:

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Use My Permit Number which is # Post Office □
Send to Me in Bulk □ Mail for Me □
Send to Me In Bulk, Without Permit and I Will Stamp Myself □

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Pink Copy: DR. WILLIAM PRENDERGAST, Republican National Committee
1625 Eye Street, Washington, N. W., D. C.
NAME OF CANDIDATE

CANDIDATE FOR House Senate □ IN CONGRESSIONAL DISTRICT OR STATE ________

OFFICIAL COMMITTEE DESIGNATION ________ CHAIRMAN ________

ADDRESS _____________________ CITY _____________________ ZONE ________ STATE ____________ Check if Incumbent ________

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Specify Home Delivery Date 

Use Donnelley Permit Number Use My Permit Number which is # Post Office 

Send to Me in Bulk Mail for Me 

Send to Me In Bulk, Without Permit and I Will Stamp Myself 

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1625 Eye Street, Washington, N. W., D. C.
DEADLINE DATE
ORDERS MUST BE RECEIVED BY
OCTOBER 8, 1962

REPUBLICAN NATIONAL COMMITTEE
CANDIDATE HELP DIRECT MAIL CAMPAIGN 1962
OFFICIAL ORDER FORM

NAME OF CANDIDATE

CANDIDATE FOR
House Senate
IN CONGRESSIONAL DISTRICT OR STATE

OFFICIAL COMMITTEE DESIGNATION
CHAIRMAN

ADDRESS CITY ZONE STATE Check if Incumbent

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NAME OF CANDIDATE

CANDIDATE FOR
House □ Senate □ IN _______ CONGRESSIONAL DISTRICT OR STATE _______.

OFFICIAL COMMITTEE DESIGNATION _______ CHAIRMAN _______.

ADDRESS __________ CITY __________ ZONE __________ STATE __________ Check if incumbent ( )

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Pink Copy: DR. WILLIAM PRENDERGAST, Republican National Committee

1625 Eye Street, Washington, N. W., D. C.
DEADLINE DATE
ORDERS MUST BE RECEIVED BY
OCTOBER 1, 1962

REPUBLICAN NATIONAL COMMITTEE
CANDIDATE HELP DIRECT MAIL CAMPAIGN
1962
OFFICIAL ORDER FORM

NAME OF CANDIDATE ____________________________________________
CANDIDATE FOR House □ Senate □ IN ________ CONGRESSIONAL DISTRICT OR STATE ________

OFFICIAL COMMITTEE DESIGNATION ____________________ CHAIRMAN __________________

ADDRESS ____________________________ CITY ____________________________ ZONE ______ STATE ______

Check if incumbent ( )

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Pink Copy: DR. WILLIAM PRENDERGAST, Republican National Committee
1625 Eye Street, Washington, N. W., D. C.
FOR GOVERNMENT
WITH A HEART!

MAILING PIECE No. 3
Is American Government getting...
JOHN E. DOE
FOR
U.S. SENATOR

JOHN E. DOE -
for Congress Committee
WILLIAM SMITH - Chairman