

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>
54	31	09/17/1962	Letter	From Haldeman to L. A. Gallop, re: Campaign organization and Republican National Committee brochure. 1 page.
54	31	09/07/1962	Letter	From L. A. Gallop to Nixon, re: Republican National Committee Brochure. 2 pages.
54	31	n.d.	Brochure	1962 Republican Party, Candidate-Help Direct Mail Campaign for Republican Senatorial and Congressional Candidates. 10 pages.

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

THE REUBEN H. DONNELLEY CORPORATION

CHICAGO · NEW YORK · PHILADELPHIA · WASHINGTON · BOSTON · CINCINNATI · LOS ANGELES

MARKETING DIVISION

230 EAST SANDFORD BLVD. · MOUNT VERNON, NEW YORK

914 MO 4-7000

September 7, 1962

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

Dear Mr. Nixon:

yes - same from RNC

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 aides 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 aides, 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.

THE REUBEN H. DONNELLEY CORPORATION

Hon. Richard M. Nixon

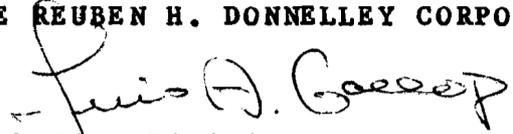
2

September 7, 1962

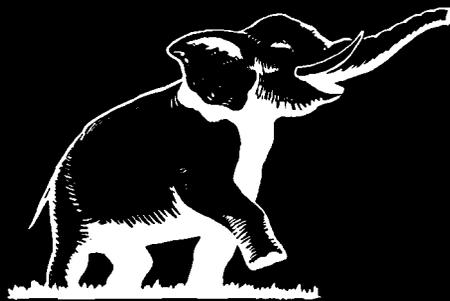
If we can be of any help, please do not hesitate to contact me. I worked long and hard for you personally in 1960 and would do it again today if I lived in California. Good luck in November.

Cordially,

THE REUBEN H. DONNELLEY CORPORATION


Marketing Division

LAGallop
kk



1962

REPUBLICAN PARTY

CANDIDATE-HELP
DIRECT MAIL CAMPAIGN

*For Republican
Senatorial and Congressional Candidates*

A Message from the National Chairman

Your National Committee has had this Candidate Help Direct Mail Portfolio and the materials 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 Reuben H. Donnelley Corporation whose reputation in the direct mail field has been established for decades. Donnelley serves many of America's leading manufacturers and it can serve you.

May I suggest that you look through this portfolio, 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

WILLIAM E. MILLER
Chairman
Republican National Committee



This is an example of how 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

Do Not Use

NAME OF CANDIDATE Charles Andrew Burditt
CANDIDATE FOR House Senate IN 11th CONGRESSIONAL DISTRICT OR STATE Ohio
(Number)
OFFICIAL COMMITTEE DESIGNATION Citizens for Burditt CHAIRMAN Richard Jones
ADDRESS 1125 Main St. CITY Warren ZONE 6 STATE Ohio Check if Incumbent ()

IMPRINT INFORMATION (Check Section Applicable)

USE MAILING PIECE
(Check One) 1 2 3

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

Trumbull Co. - Warren (20,000) - Portage Co. - Ravenna (6,500)
" - Huron (5,000) Ashtabula Co. - Ashtabula
(9,000) + Coshocton (4,500) Lake Co. (Complete - 40,000)

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
Delivery Date

Use Donnelley Permit Number
Use My Permit Number which is # 645 Post Office Warren, Ohio
Send to Me in Bulk Mail for Me

DEADLINE DATE

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OCTOBER 8, 1962

REPUBLICAN NATIONAL COMMITTEE
CANDIDATE HELP DIRECT MAIL CAMPAIGN

1962

OFFICIAL ORDER FORM

Do Not Use

NAME OF CANDIDATE _____

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

OFFICIAL COMMITTEE DESIGNATION _____ CHAIRMAN _____

ADDRESS _____ CITY _____ ZONE _____ STATE _____ Check if Incumbent ()

IMPRINT INFORMATION (Check Section Applicable)

USE MAILING PIECE
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LIST INSTRUCTIONS

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CHECK SECTIONS APPLICABLE FOR POSTAL INFORMATION:

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 _____

COST:

<u>Families</u>	<u>Including Postage</u>	<u>Less Postage</u>	
25,000	\$1,625.00	\$1,000.00	For other expansion costs, multiply families @ \$65.00
50,000	3,250.00	2,000.00	per thousand (postage included) or families @ \$40.00
75,000	4,875.00	3,000.00	per thousand not including postage.
100,000	6,500.00	4,000.00	

COPIES:

- 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.

DEADLINE DATE

ORDERS MUST BE

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OCTOBER 8, 1962

**REPUBLICAN NATIONAL COMMITTEE
CANDIDATE HELP DIRECT MAIL CAMPAIGN**

1 9 6 2

OFFICIAL ORDER FORM

Do Not Use

NAME OF CANDIDATE _____

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

OFFICIAL COMMITTEE DESIGNATION _____ CHAIRMAN _____

ADDRESS _____ CITY _____ ZONE _____ STATE _____ Check if Incumbent ()

IMPRINT INFORMATION (Check Section Applicable)

USE MAILING PIECE
(Check One) 1 2 3

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CHECK SECTIONS APPLICABLE FOR POSTAL INFORMATION:

**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 _____

COST:

<u>Families</u>	<u>Including Postage</u>	<u>Less Postage</u>	
25,000	\$1,625.00	\$1,000.00	For other expansion costs, multiply families @ \$65.00
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REPUBLICAN NATIONAL COMMITTEE
CANDIDATE HELP DIRECT MAIL CAMPAIGN

1962

OFFICIAL ORDER FORM

Do Not Use

NAME OF CANDIDATE _____

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

OFFICIAL COMMITTEE DESIGNATION _____ CHAIRMAN _____

ADDRESS _____ CITY _____ ZONE _____ STATE _____ Check if Incumbent ()

IMPRINT INFORMATION (Check Section Applicable)

USE MAILING PIECE
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CHECK SECTIONS APPLICABLE FOR POSTAL INFORMATION:

Specify Home
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- Use Donnelley Permit Number _____
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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 NATIONAL COMMITTEE
CANDIDATE HELP DIRECT MAIL CAMPAIGN
1 9 6 2
OFFICIAL ORDER FORM

Do Not Use

NAME OF CANDIDATE _____

CANDIDATE FOR ^{House} ^{Senate} IN _____ CONGRESSIONAL DISTRICT OR STATE _____
(Number)

OFFICIAL COMMITTEE DESIGNATION _____ CHAIRMAN _____

ADDRESS _____ CITY _____ ZONE _____ STATE _____ Check if Incumbent ()

IMPRINT INFORMATION (Check Section Applicable)

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

Do Not Use

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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CANDIDATE HELP DIRECT MAIL CAMPAIGN
1 9 6 2
OFFICIAL ORDER FORM

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NAME OF CANDIDATE _____

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

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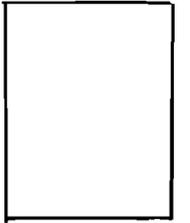
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- Use My Permit Number which is # _____ Post Office _____
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- Send to Me In Bulk, Without Permit and I Will Stamp Myself _____

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1625 Eye Street, Washington, N. W., D. C.



VOTE

FOR GOVERNMENT

WITH A HEART !

MAILING PIECE No.3



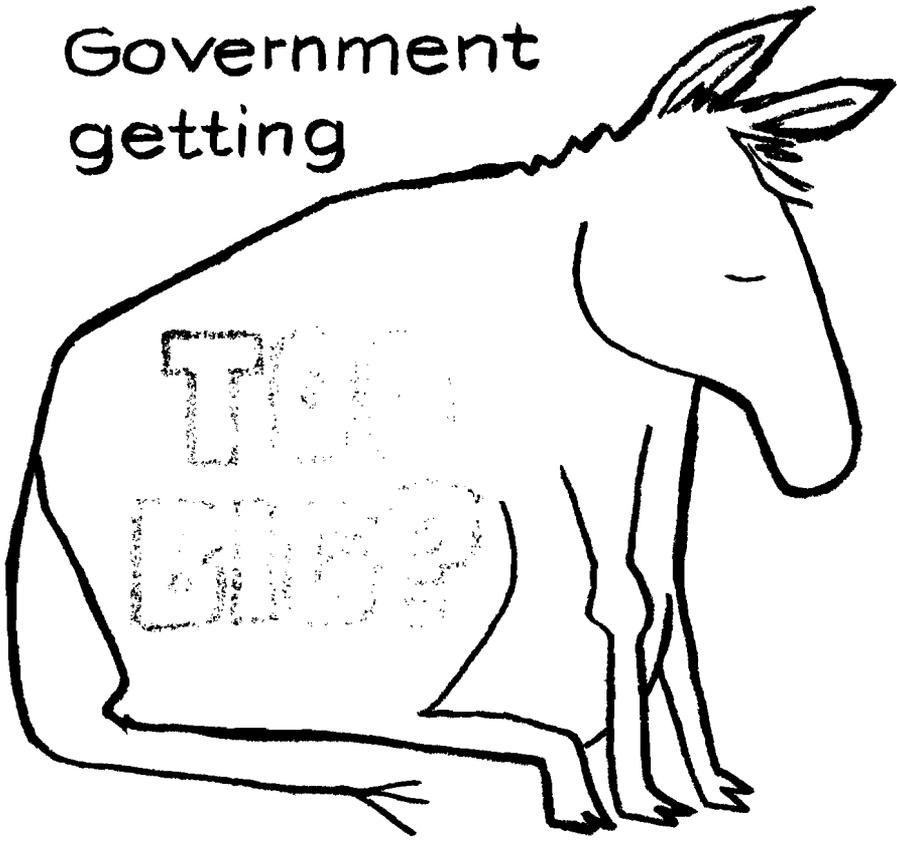
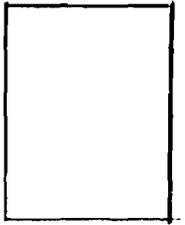
JOHN E. DOE
FOR
U.S. SENATOR



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



Is American
Government
getting



MAILING PIECE No. 1

JOHN E. DOE
FOR
U.S. SENATOR



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



VOTE



**DDOMICE
I PROMISE
BREAKERS
BREAKERS**

MAILING PIECE No. 2

JOHN E. DOE
FOR
U.S. SENATOR



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

