

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>
55	7	10151962	Newsletter	From Robert H. Finch, Attorney at Law. Re: Soliciting for RN campaign contributions. 2pp.
55	7	10171962	Memo	H.R. Haldeman to Lou Quinn. Re: Elmer Hoffman, Hoffman & Wilman (attorneys), Rowan Building. 1pg.
55	7	10041962	Letter	Gabriel C. Duque, Jr. to Olen I. Kull. Bcc: H.R. Haldeman. Re: Contribution to campaign; arranging meeting with RN. 1pg.
55	7	10121962	Memo	H.R. Haldeman to Maurice Stans, R.H. Finch. Re: Fundraising within the lumber industry. 1pg.
55	7	n.d.	Report	Finance Committee Report. Re: County Allocations for Advertising and Promotion. 3pp.
55	7	09071962	Memo	H.R. Haldeman to Lou Quinn. Cc: Loie Gaunt. Re: Mrs. Halford A. Watson. 1pg.

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55	7	09221962	Memo	H.R. Haldeman to Maurice Stans. Re: Florence Wellborn and potential source of campaign contributions. 1pg.
55	7	09271962	Memo	H.R. Haldeman to Lou Quinn. Re: Letter from Ernest George, Finance Chairman, San Fernando Valley w/copy of advertisement - appeal for money - for Van Nuys News. 1pg.
55	7	08301962	Memo	Murray Chotiner to H.R. Haldeman. Re: List of names for Jack Hanna to contact. 3pp. w/ attachments
55	7	09071962	Memo	H.R. Haldeman to Lou Quinn. Re: Mrs. Halford A. Watson. 2pp. w/ attachments
55	7	09241962	Newsletter	Draft of newsletter from Maurice H. Stans. Re: Soliciting for campaign contributions. 2pp.
55	7	08281962	Memo	H.R. Haldeman to Lou Quinn. Re: "Your memo on direct mail to contributors." 1pg.
55	7	08311962	Memo	H.R. Haldeman to Lou Quinn. Re: Contributions via Hollywood Committee. 1pg.

<b><u>Box Number</u></b>	<b><u>Folder Number</u></b>	<b><u>Document Date</u></b>	<b><u>Document Type</u></b>	<b><u>Document Description</u></b>
55	7	09131962	Memo	Mail Office (MM) to Lou Quinn. Cc: D. Wright. Re: Attached letter to Nixon for Governor Committee from Mrs. Felicia V. Gallagher requesting list of 1960 and current Nixon contributors. 2pp.
55	7	09161962	Memo	H.R. Haldeman to Maury Stans. Re: Phil Davis. 1pg.
55	7	09161962	Memo	H.R. Haldeman to Rose Mary Woods. Re: Compiling a key list of all those who urged RN to run for governor for purposes of soliciting contributions. 1pg.
55	7	08281962	Memo	H.R. Haldeman to Lou Quinn. Re: "Your memo on direct mail to contributors." 4pp. w/ attachments
55	7	07301962	Letter	H.R. Haldeman to Albert B. Hermann. Re: Thanks for copy of correspondence between Bill Miller and Pascack County Young Republicans. 8pp. w/ attachments
55	7	06071962	Report	Report by Louis Quinn. Re: Finance Considerations for the General Election. 5pp.
55	7	06131962	Memo	H.R. Haldeman to Lou Quinn. Re: Pledge follow-ups - Telethon. 1pg.

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55	7	04301962	Memo	Rose Mary Woods to H.R. Haldeman. Re: Follow-up with man RN remembers as "a manufacturer named Cowan" for contributions. 1pg.
55	7	05021962	Memo	Louis Quinn to Maurice Stans, Edward R. Valentine. Cc: H.R. Haldeman, H. Kalmbach, W.D. Brewer, H.C. McClellan. Re: 2nd Roundup on 10-Counties Finance Program. 2pp.
55	7	04061962	Memo	Louis Quinn to H.R. Haldeman, Herb Kalmbach. Re: Southern California Finance Committee Recap.3pp. w/ attachments
55	7	04131962	Newsletter	From Maurice H. Stans, Edward R. Valentine. Re: Soliciting for campaign contributions. 1pg.
55	7	04161962	Memo	H.R. Haldeman to Lou Quinn. Re: Solicitation of corporate support for campaign. 1pg.
55	7	04021962	Memo	Louis Quinn to Herb Kalmbach, R.H. Finch, H.R. Haldeman. Re: Quota for Santa Barbara raised by Maurice Stans. 1pg.
55	7	n.d.	Newsletter	From Maurice H. Stans. Re: Thanks for donation. 1pg.

<b><u>Box Number</u></b>	<b><u>Folder Number</u></b>	<b><u>Document Date</u></b>	<b><u>Document Type</u></b>	<b><u>Document Description</u></b>
55	7	04091962	Memo	H.R. Haldeman to Lou Quinn. Re: "Attached letter from Paul F. DuBois." 1pg.
55	7	03221962	Memo	H.R. Haldeman to Herb Kalmbach. Re: Finance Section - Campaign Manual. 2pp.
55	7	02201962	Letter	Edward R. Valentine to Maurice Stans. Cc: Robert H. Finch, H.R. Haldeman, John R. White. Re: Expenses for Finance Committee office. 1pg.
55	7	11021961	Memo	Unknown to H.R. Haldeman. Re: Phone call from Marty Cooper about campaign fundraising through records. 1pg.
55	7	02031962	Letter	H.R. Haldeman to Dan R. Coletti. Cc: H.C. McClellan. Re: Acknowledgment of offer to help. 8pp. w/ attachments
55	7	02031962	Letter	H.R. Haldeman to I. Locken. Re: Acknowledgment of offer to help. 4pp. w/ attachments

ROBERT H. FINCH  
ARTHUR S. BELL, JR.  
ROGER D. DUITSMAN  
WILLIAM D. JEKEL  
PHYLLIS MARGULIS  
WILLIAM W. STOVER

FINCH, BELL, DUITSMAN & JEKEL  
ATTORNEYS AT LAW  
315 WEST 9TH STREET, SUITE 717  
LOS ANGELES 15, CALIFORNIA  
MADISON 0-1160

FRANK DE MARCO, JR.  
OF COUNSEL  
WOODLAND HILLS OFFICE  
DIAMOND 7-3611  
INGLEWOOD OFFICE  
OREGON 8-5488

October 15, 1962

Dear Fellow American:

As Dick Nixon's campaign director in 1960, I was privileged to labor with you in that close struggle. Because of your personal interest, together with your long-time concern for sound government, I would like to share with you a candid report on the final weeks of the California election.

Briefly, California's significance to you and to the preservation of a vigorous two-party system revolves around two points: (1) California is the U. S. in miniature and if Republicans are to win nationally they must win in California; (2) Since California will soon be the largest of our 50 states, the 1964 Republican ticket must gain its substantial electoral votes.

These critical political truths have long been apparent to the Democrats. Last February 28, Senator Hubert Humphrey in addressing the California Democratic Council said:

"All you need to do is push the button, place the order, make the request and we will be out here to help you finish off the job started in 1960. Make no mistake about it, the political battlegrounds have moved to California for 1962."

Headlines have underscored that President Kennedy has totally committed himself in the California election. He joins a veritable horde of Democrat politicians from Cabinet rank to minor functionaries who have been streaming to California since Dick announced.

NEWSWEEK magazine recently reported that "California Democrats.... will make pleas for funds all across the country. Their argument: the prestige of the Kennedy Administration and the entire party is at stake in California"..... Roy Reuther, brother of Walter Reuther, representing the AFL-CIO Committee on Political Education, in a Los Angeles meeting of Democratic leaders promised "massive assistance in the campaign to beat Nixon." Brown also has the support of Hoffa's Teamsters and Harry Bridges' Longshoremens.

Dick Nixon recently stated: "Brown is outspending us 3 to 1 across the board and 4 to 1 in the critical area of television spot ads."

All of this means that we need generous financial assistance to counter the Democrat national "war fund" being raised by the so-called "liberals" and their allies.

Dick is carrying on the most intensive campaign in California's history. All signs point to a solid victory if we have adequate financing to insure that we get his message clearly and sharply before the voters.

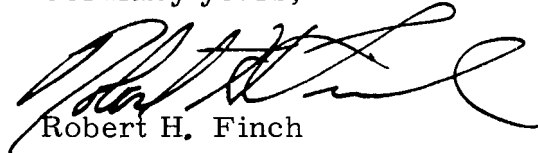
You have a stake in the California elections. To protect it, you can do two things IMMEDIATELY:

- (1) Contact any friend or relative you have in California pointing out the significance of this election and urging their vote and support of Dick Nixon. For example, your Christmas card list might be most productive in such an effort;
- (2) Send us a contribution TODAY. By your generous support of Dick Nixon you will be aiding a cause of national importance. Every contribution will be helpful and deeply appreciated.

Please mail your check payable to "Nixon for Governor" in the return envelope provided for your convenience. Time is of the essence! Your contribution by return mail will guarantee a hard-hitting television and newspaper advertising program in the closing days of the campaign.

With thanks in advance from Dick Nixon, I am,

Cordially yours,



Robert H. Finch

P.S. As an aid to our staff, would you kindly include your name and address in your reply.

**FIRST CLASS**

Permit No. 42959

Los Angeles, Calif.

**B U S I N E S S   R E P L Y   M A I L**

**NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES**

—Return Postage will be Paid by—

**ROBERT H. FINCH  
NIXON CAMPAIGN COMMITTEE  
315 WEST NINTH STREET  
ROOM 717  
LOS ANGELES 15, CALIFORNIA**





Lou Quinn

10-17-62

Bob Haldeman

We are told Elmer Hoffman, Hoffman & Wilman  
(attorneys), Rowan Building, is a good prospect.  
He came into a considerable fortune a short time ago.  
Please follow through with an appropriate  
contact.

GABRIEL C. DUQUE, JR.  
433 SOUTH SPRING STREET  
LOS ANGELES 13, CALIFORNIA

October 4, 1962

Mr. Olen I. Kull  
Western Director of Public Relations  
Household Finance Corporation  
650 South Grand Avenue  
Los Angeles 17, California

Dear Mr. Kull:

It was indeed a pleasure for me to have made your acquaintance during our flight from Sun Valley to Salt Lake City. You will recall that you spoke to me concerning a donation to Mr. Richard Nixon. I have spoken with Mr. Nixon's Campaign Manager, Robert Haldeman, who has in turn spoken with Mr. Nixon's Finance Manager, Mr. Maurice Stans. I feel certain that the interview which you desire with Mr. Nixon can be arranged at your convenience.

Would you please feel free to call me upon receipt of this letter so that we may discuss the matter. Also, I should like the opportunity of having lunch with you some time at your convenience.

Sincerely,

GCD:AMS

bcc: Mr. Robert Haldeman, Campaign Manager  
Nixon for Governor Committee  
3908 Wilshire Boulevard  
Los Angeles 5, California

**Maurice Stans, R. H. Finch**

**10-12-62**

**Bob Maldeman**

**I don't know what, if any, progress has been made on fund-raising within the lumber industry.**

**Gus Luellwits has apparently made some contribution to the campaign, perhaps through Henry Duque. He has indicated he would give more under the proper circumstances, which I assume means if Dick takes the right position on lumber.**

**RN's lumber speech of September 13th, given in Eureka, was prepared in consultation with Charles Gray, President of American Forest Products, and Mr. George Craig, Secretary-Manager of Western Lumber Manufacturers Association, which should satisfy Luellwits' requirement, since his top man, Grant Potter, told me these two were the men to work with.**

**With this in mind, I think a follow-up on Luellwits for additional personal support, and with Grant Potter in Dinuba, California, for possible assistance in contacting other big money in the lumber industry, would be worthwhile.**

**Copies of RN's speech are available, if needed.**

# NIXON FOR GOVERNOR FINANCE COMMITTEE

## County Allocations for Advertising and Promotion

*file*

<u>County</u>	<u>Republican Registration</u>	<u>Allocation</u>
<u>Northern California</u>		
*Alameda	172,341	\$ 35,000
Alpine	132	250
Amador	1,875	500
Butte	18,288	3,000
Calaveras	2,438	500
Colusa	2,130	500
*Contra Costa	75,038	15,000
Del Norte	2,740	500
El Dorado	5,293	1,000
*Fresno	46,696	10,000
Glen	3,460	750
Humboldt	17,425	3,000
Kings	5,280	1,000
Lake	3,630	600
Lassen	2,033	500
Madera	4,789	1,000
*Marin	36,633	8,000
Mariposa	1,369	250
Mendocino	8,726	1,500
Merced	10,085	2,000
Modoc	1,578	250
Monterey	28,769	8,000

\* 16 Counties representing more than 85% of the registered vote.

<u>County</u>	<u>Republican Registration</u>	<u>Allocation</u>
<u>Northern California (Cont.)</u>		
Napa	13,793	\$ 4,000
Nevada	5,245	1,000
Placer	9,506	1,000
Plumas	1,416	250
*Sacramento	78,189	22,500
San Benito	2,835	500
*San Francisco	139,299	216,000
*San Joaquin	39,248	10,000
*San Mateo	99,377	20,000
*Santa Clara	121,242	30,000
Santa Cruz	22,728	5,000
Shasta	8,765	2,000
Sierra	584	250
Siskiyou	5,830	1,000
Solano	15,480	3,000
Sonoma	32,277	6,000
Stanislaus	26,712	5,000
Sutter	5,830	1,000
Tehama	2,757	1,000
Trinity	1,354	250
Tulare	24,022	5,000
Tuolumne	3,190	600
Yolo	9,319	1,000
Yuba	3,962	<u>750</u>
Northern California's Total		\$ <u>430,200</u>

<u>County</u>	<u>Republican Registration</u>	<u>Allocations</u>
<u>Southern California</u>		
Imperial	8,464	\$ 1,500
Inyo	2,639	500
*Kern	30,454	7,500
*Los Angeles	1,165,002	576,000
Mono	799	250
*Orange	153,915	40,000
*Riverside	61,474	12,500
*San Bernardino	84,660	16,000
*San Diego	119,260	45,000
San Luis Obispo	16,660	3,500
*Santa Barbara	36,222	15,000
Ventura	30,951	<u>9,000</u>
Southern California Total		\$ <u>726,750</u>
Statewide Grand Total		\$ <u>1,156,250</u>
(16 Key Counties Total)		\$ 1,078,500 )

1, 440, 000      total  
100, 000      out of state  
 1, 340, 000      in Calif.

Lou Quinn

9-7-62

Bob Haldeman

Mrs. Halford A. Watson, 233 La Cuesta, San Clemente

cc: Loie Gaunt

Lou:

Attached is correspondence between John Marshall and RH referring to Mrs. Watson. She is apparently a good prospect and an appropriate finance type should make the contact.

Maurice Stans

9-22-62

Bob Haldeman

Florence Wellborn, who is working with the Celebrities Committee, made a suggestion regarding televised coffee hours some time ago. The Public Relations Committee's decision is not to go ahead with this plan, since we strongly feel that all funds should be utilized for TV spots with maximum audience rather than for TV coffee hours which do not reach very many people.

Mrs. Wellborn did mention, however, that she knew of about \$2,000 she could pull together for this program. With proper follow-through, it might be possible to get this \$2,000 into the main stream of the campaign.



Lou Quinn

9-27-62

Bob Haldeman

Ltr. from Ernest George, Finance Chm., San Fernando Valley  
w/copy of ad - appeal for money - for Van Nuys News.

Lou -

- please get on this fellow, fast.

INTER-OFFICE MEMORANDUM

Nixon for Governor

To: Bob Haldeman  
From: Murray Chotiner

Date: August 30, 1962

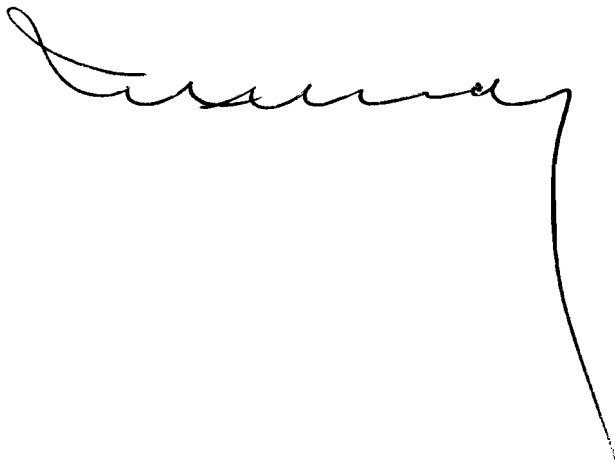
Subject:

Distribution:

rec'd  
8/31/62

Attached is list of names to be checked with the Finance Committee for clearance for Jack Hanna to contact. Please let me know which ones, if any, should be eliminated. I told Jack I would be in touch with him Tuesday morning, September 4.

MMC: jr  
Atch

A handwritten signature in dark ink, appearing to read "Murray Chotiner", with a long, sweeping line extending downwards and to the right.

INTER-OFFICE MEMORANDUM

N i x o n f o r G o v e r n o r

To: Bob Haldeman

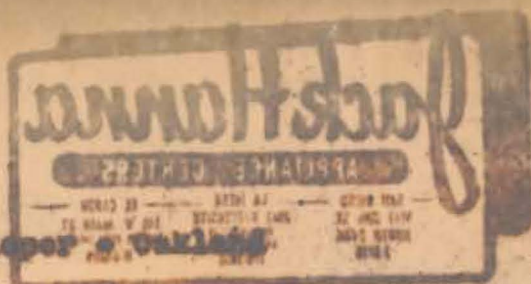
Date: 8/30/62

From: Herb Kalmbach

Subject: Jack Hanna

Distribution:

I had two appointments with Hanna at 3908. He wanted \$1,200-\$1,500 per month. I checked him out with Bob Finch and found he had a record of drinking in the past so I cooled off on him.



23 JAN 5  
518-L

Chris McKeon - Developer - Oakland  
Gordon Hall - Contractor - Sacramento  
John Sullivan - Banker - San Francisco  
Earl Lee Kelly - Banker - Sacramento  
Kenneth Haine - Bank of America - San Francisco

~~Robert Anton - Secretary - Los Angeles~~

R. L. Smith, Jr. - Secretary - Los Angeles

Janie Smith - Secretary - Los Angeles

One Affleck - Druggist - Sacramento

Tony Kennedy - Druggist - Sacramento

Nel Willson - Rancher - Fresno

Lloyd Harnish - Oilman - Fresno

Verle Casey - United Parcel Delivery - Los Angeles

~~John Phillips - Developer - Azusa~~

Carlo Quintini - Developer - Azusa

Joe Brown - Developer - Los Angeles

~~James Scott - Developer - Los Angeles~~

Ray Ryan - Developer - Palm Springs

OK ~~John Russell - Rancher - Sacramento~~ - stet - OK to contact

John Howard - Contractor - Bakersfield

Bill Black - Oilman - San Diego

Arnold Smith - Banker - San Diego

~~Walter Hixson - Contractor - Newport Beach~~

Ron Button - Developer - Beverly Hills

"Chris" Christensen - Rancher - Salinas

Jack Kuhrt - Investments - Los Angeles

Fred Farr Cox - Banker - San Francisco

~~George Scott - Merchant - San Diego~~

Lou Quinn

9-7-62

Bob Haldeman

Mrs. Halford A. Watson, 233 La Cuesta, San Clemente

cc: Loie Gaunt

Lou:

Attached is correspondence between John Marshall and RM referring to Mrs. Watson. She is apparently a good prospect and an appropriate finance type should make the contact.

INTER-OFFICE MEMORANDUM

Nixon for Governor

*60  
tell & agree  
done*

To: H. R. Haldeman Date: September 5, 1962

From: Loie Gaunt *2976*

Subject: attached exchange of correspondence between RN and John Marshall  
(Paull's father)

Distribution:

first, a mention of the "here is the gospel" effect that anything printed in Human Events seems to have on conservatives

that's fine within and among that vocal minority, and will help us with some of the ~~wack~~ wretches who are still making noises about not voting, voting the prohibition ticket, etc.

however, my feeling that anyone who would pay any attention to Human Events is already a subscriber and avid reader of the "gospel," and I think that the post script at the end about Oliver Carlson and his previous Pink Slip article might be harmful in distribution outside the minority cult

so, I wonder if this gal's "check book of considerable magnitude" could and should be quickly tapped for bigger and better help to overall cause than distribution of these Oliver Carlson pieces as published by Human Events. She does not show up on any of our contribution or support lists here.

~~XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX~~

*Right!*

*Finance  
Folder  
Out-of-State Support*

August 24, 1962

Dear

Because of your past friendship with Dick Nixon and your longtime support of sound government, we want to share with you an ~~inside~~ report on the coming California election:

Briefly, California's significance to you and the preservation of a vigorous two-party system revolves around two points: (1) California is the U. S. in miniature and if Republicans are to win nationally they must win in California; (2) Since California will soon be the largest of our 50 States, the 1964 Republican ticket must gain its substantial electoral votes.

These critical political truths have long been apparent to the Democrats. Last February 28 Senator Hubert Humphrey in addressing the California Democratic Council said:

"All you need to do is push the button, place the order, make the request and we will be out here to help you finish off the job started in 1960. Make no mistake about it, the political battlegrounds have moved to California for 1962."

Headlines make it clear that President Kennedy will be directly involved in the California campaign this fall. He joins a veritable horde of Democrat politicians from Cabinet rank to minor functionaries who have been streaming to California since Dick announced.

Newsweek magazine (6-18-62) reports that "California Democrats . . . will make pleas for funds all across the country. Their argument: the prestige of the Kwnnedy Administration and the entire party is at stake in California" . . . Roy Ruether, brother of Walter Ruether, representing the AFL-CIO Committee on Political Education, in a Los Angeles meeting of Democratic leaders promises "massive assistance in the campaign to beat Nixon."

All of this means that we need generous financial assistance to counter the Democrat national "war fund" being raised by the so-called "liberals" and their allies. *check*

You have a stake in the California elections. To protect it, you can do two things IMMEDIATELY:

- (1) *Write to every* ~~Contact any~~ friend or relative you have in California pointing out the significance of this election and urging their vote and support of Dick Nixon. For example, a check of your Christmas card list might be most productive in such an effort;
- (2) Send us a contribution TODAY. By your substantial and generous support of Dick Nixon you will be aiding a cause of national importance. 0

Please mail your check payable to "Nixon for Governor" with the enclosed card in the return envelope provided for your convenience.

With thanks in advance from us and from Dick,

Cordially yours,

Maurice H. Stans

*Hope reference to*

*Anti Communist line*

2) A contribution in any amount, *no matter how modest,* will be <sup>most</sup> helpful & deeply appreciated, in fighting this battle which has such great significance for the Republic & the nation.



## Nixon for Governor

To: Lou Quinn

Date: 8-28-62

From: Bob Haldeman

Subject: Your memo on direct mail to contributors

Distribution:

What about inclusion of the Human Events quote which I attached to my earlier memorandum?

*the deTaleando piece, which just went, seemed just to cover the same points.*

Also, we are developing a piece on RN Union statements in connection with the recent California Labor Federation Convention which I think would be an excellent piece to send to these people.

Perhaps we should even double up two pieces in some of these mailings.

*We will:*

- \* ① Resul + pledges *H.*
- ② Ike appointees (pretty voluminous)
- \* ③ N. vs. B on issues & Union piece

\* these two with McEllellan card attached.

Lou Quinn

8-31-62

Bob Haldeman

Contributions via Hollywood Committee

cc: Herb Kalmbach

Attached is list of names received through  
Mr. Carl Anderson, Hollywood Chairman.

I think you should check with him - but in an  
extremely tactful way (he donated the Headquarters) -  
try to ascertain how much money has come in and what  
is being done with it.

I have acknowledged his letter, saying the list  
was being forwarded to our Finance Office for proper  
handling.

*Trid  
fyr*

Lou Quinn

13 ~~Sept~~ Sept 62

Mail Office (MM)

Attached letter to "Nixon for Governor Committee" from  
(requesting list of 1960 and current Nixon contributors)      Mrs. Felicia V. Gallagher  
Republican HQ of El Monte

914 South Olive Rep. HQ sent this to me, but it ~~appears~~  
appears to fall in your bailiwick.

(They tell me the "Mr. Emmett" she had in mind is probably Bob Emmett,  
who's on Jud Leetham's L. A. County finance committee and a big buddy/  
supporter of Jud; also that Bob Emmett is the ex-husband of Bob Gaston's  
present wife)

x-xcopy

bcc (FYI) DWright  
with 'fax

REPUBLICAN HEADQUARTERS OF EL MONTE

3635 Center Street  
Corner of Center and Monte Vista  
El Monte, California

PHONE: 443-5564

COPY of handwritten letter

September 8, 1962

We Support the  
Following Candidates:

UNITED STATES GOVERNMENT:

Thomas H. Kuchel  
SENATOR

John H. Rousselot  
CONGRESSMAN

STATE OF CALIFORNIA:

Richard M. Nixon  
GOVERNOR

George Christopher  
LT. GOVERNOR

Pat McGee  
STATE SENATOR

Mel Miller  
ASSEMBLYMAN, 38TH DIST.

Frank Jordan  
SECRETARY OF STATE

Judge Tom Coakley  
ATTORNEY GENERAL

Bruce V. Reagan  
COMPTROLLER

John Buserud  
TREASURER

Max Rafferty  
SUPT. OF SCHOOLS

James L. Flounkoy  
MEMBER, BOARD OF EQUALIZATION

Nixon for Governor Committee  
3929 Wilshire Blvd  
Los Angeles, California

Attention - Mr. Emmett

Dear Mr. Emmett:

Will you please send me any list you have of financial donors to Mr. Nixon during the 1960 campaign or later. I am financial chairman for El Monte and we are preparing for our drive for funds and this might be of some help to us.

Thanks.

s/ Felicia V. Gallagher  
El Monte Financial Co-Chairman

Director Republican Headquarters

envelope addressed to:

Mr. Emmett  
914 South Olive  
Los Angeles, California  
(Republican Headquarters)

Because Republican HQ has no "Mr. Emmett" working there, their mail clerk called Mrs. Gallagher (phone # was printed on outside of envelope) to ask who she had in mind. Mrs. Gallagher apparently had just picked his name out of a Republican mailing; she had not discussed the above request with Mr. Emmett; and she told the clerk at Rep. HQ just to "send it along to the Nixon Headquarters."

MM

Maury Stans

9-16-62

Bob Haldeman

Phil Davis

Phil Davis called me several weeks ago, saying he and his brother Tom wish to make a substantial contribution to the campaign.

He suggested they would make available their aerocommander with pilot and all expenses up to \$5,000, and that they would also make a cash contribution of an additional \$5,000 - or a total contribution of about \$10,000.

It now appears, and I have so notified Phil, that we will not be able to take advantage of his offer of the plane since we will have to use a larger plane during the campaign. When I told him this, he indicated they of course still wanted to make a contribution, but I am not sure whether he intends to give us a total of \$5,000 or more.

In any event, Phil should be contacted on a top level basis, and I am sure he will come through.

Rose Mary Woods

9-16-62

Bob Haldeman

Both the Northern and Southern Finance Committees (Stans and Dolan) have asked if we could compile a key list of all those who urged RN to run for Governor.

The purpose would be to go back to these people for substantial contributions at this time, reminding them of their responsibility in supporting his campaign.

*Finney*  
Lou Quinn

8-28-62

Bob Haldeman

Your memo on direct mail to contributors

What about inclusion of the Human Events quote  
which I attached to my earlier memorandum?

Also, we are developing a piece on RN Union statements  
in connection with the recent California Labor Federation  
Convention which I think would be an excellent piece to send  
to these people.

Perhaps we should even double up two pieces in some  
of these mailings.

## Nixon for Governor

*DW*  
*RN's memo*  
*pls.*  
*Attached*

To: Mr. H. R. Haldeman

Date: August 23, 1962

From: Lou Quinn

Subject:

Distribution: CC: RN

Following up RN's memo re cultivation of donors and using them to "carry the message," here is what is already in the works:

Sammy has some reprint from the San Gabriel paper going out next week.


Immediately after Labor Day we have three mailings scheduled:

- A. Riesel reprint and "Pledges for a Better California" with Chad's card attached.
- B. Preview edition (numbered copies) of the Eisenhower appointees' endorsement statements with covering note from Chad.
- C. Nixon vs. Brown on key issues, with Stans' card attached.

In L. A. County, these will go to 222 persons on our Advance Gift list (\$1,500+ potential) and 672 on the Special list (\$500-\$1,499). We have offered all Southern counties Finance Chairmen copies of these pieces for local use and urged that they do so.

A personalized letter from RN just prior to solicitation (but not making a pitch) will be tremendously effective. We will do it. The "big ask" can come later from Stans.

LQ/sp



P.S. - Re voter registration: I may have been lucky, but the other night in Westchester, on just the even-numbered side of Truxton Avenue, I had registered 5 Republicans and 1 Democrat, all of whom will vote for Nixon. The possibilities here must be tremendous.



## N i x o n   f o r   G o v e r n o r

To: Bob Haldeman

Date: August 15, 1962

From: RN

Subject:

Distribution:

*8/17 E  
cc for Governor  
"This should be done  
also contains Haldeman  
questioning all of it  
regarding it."*

It has occurred to me that some regular contacts with major contributors would be helpful, both in stimulating more contributions and in giving them the information which they will proceed to spread among their colleagues in the financial and business community. For example, sending copies of Ralph de Toledano's column to all contributors of over \$1,000 with Maury Stans or Chad McClellan's card on it might be one step in this direction. If we get some concrete articles indicating major financial intervention by the Unions or from outside the state by our opposition these might well be sent out to the same group. A typewritten letter to this group from either McClellan, Stans or Haldeman around the tenth of September indicating a run-down on how our campaign organization is set up, some of the key names of leaders in the organization, and our plans for the initial stages of the campaign would be another possibility. This letter should be written with the thought in mind that it might become public knowledge but should be marked personal and contain information that the recipient will feel is for him alone and gives him the inside dope on what the campaign is doing.

A letter from me, possibly one after our first campaign swing, between the 20th of September and the 1st of October, and another around the 15th of October to the same group of contributors of \$1,000 or over might also be a good idea. None of these will be useful unless they are marked personal and typewritten but if this group should receive from me on two or three occasions during the campaign a letter indicating how the campaign is going and what the prospects are it might be most effective for our general cause. Under no circumstances should any of the communications I have mentioned be

accompanied with a direct appeal for funds.

Get me the number of people who would be involved in such an operation and get the thoughts of some of our own people as to whether this might be a good exercise. It is possible that we might consider expanding the list to include key publishers and other opinion makers as well as a very few top volunteer chairmen in our campaign organization. The whole drill, however, loses its impact if it becomes a mass mailing. It must be an individual approach to key people.

July 30, 1962

Dear AB:

Thanks very much for your letter and for copies of the correspondence between Bill Miller and the Pascack County Young Republicans.

We appreciate the thought you have given this type of thing, AB, and the suggestions you have offered.

These are busy days, as I am sure you realize, and it certainly means a great deal to have ideas on specific areas.

Best regards.

Sincerely,

H. R. Haldeman

Mr. Albert B. Hermann  
Republican National Committee  
1625 Eye Street, N.W.  
Washington 6, D. C.

D.W.  
pls check to see  
that the NJ ltr  
& contr. were  
rec'd & ack'd.

Also pls send fax  
of Herman ltr to  
RV & one to RHE

~~up~~

✓ done

BOB HALDEMAN

# Republican National Committee

1625 EYE STREET, NORTHWEST • WASHINGTON 6, D. C. • NATIONAL 8-6800

ALBERT B. HERMANN  
DIRECTOR, POLITICAL ORGANIZATION

WILLIAM E. MILLER  
CHAIRMAN

July 20, 1962

Mr. H. R. Haldeman  
Campaign Manager  
Nixon for Governor  
3908 Wilshire Blvd.  
Los Angeles 5, California

Dear Bob:

Please note carefully the enclosed copy of correspondence between Chairman Miller and the Pascack County Young Republican organization.

For your background information, I recall as if it were yesterday the hundreds of thousands of dollars that poured into Senator Taft's campaign in 1950 in Ohio when he was the No. 1 target for the Democratic Party. Undoubtedly Dick will be the No. 1 target of the present Democratic Administration.

You folks probably have put into operation a nationwide call to Republicans on Dick's behalf. I am thinking now of the smaller contributors, not the bigger ones. If you have not followed through on this project, it would be my sincere belief that you ought to explore the possibilities. There is no question about the fact that Republicans in the individual states truly feel a kinship with Dick and, if he ever needed help, this is the year. I am sure they would respond and in no way would it interfere with contributions on the local level.

With best regards,

Cordially yours,

  
AB Hermann

ABH:jd  
Enclosures

# Republican National Committee

1625 EYE STREET, NORTHWEST WASHINGTON 6, D. C. • NATIONAL 8-6800



WILLIAM E. MILLER  
CHAIRMAN

July 20, 1962

Mrs. William S. Foster, III  
27 Donnybrook Road  
Montvale, New Jersey

Dear Mrs. Foster:

Thank you for your letter of July 8, together with the copy of your letter to former Vice President Richard Nixon, and the article appearing in the Bergen County paper carrying the story that the Pascack County Young Republicans contributed to Nixon's California campaign.

I was delighted to receive your letter and especially to note the spirit which prompted you to donate to the former Vice President's campaign. It is my sincere hope that Republicans from across the nation will remember the tremendous contribution made to our Cause by one of the truly great Republican warriors of our era and will follow through in a similar manner as did the Young Republicans of Pascack County. I am sure that Dick Nixon will be deeply grateful for your thoughtfulness from far off New Jersey.

With kindest regards.

Sincerely yours,

William E. Miller

WEM:HJD

cc: Bob Haldeman

MRS W.M. S. FOSTER III  
27 DONNYBROOK ROAD  
MONTVALE NEW JERSEY

*ABH*

July 3, 1962

Representative William Miller  
American National Headquarters  
West Street, N.Y.  
Washington, D.C.

Dear Mr. Miller,

I am in receipt of a letter  
dated June 28, 1962, from your  
New Jersey District Office.  
The letter states that you are  
interested in the possibility of  
running for senatorial or  
congressional office in the  
State of New Jersey. I am  
glad to hear that you are  
interested in public service.  
I am sure that you will find  
the necessary support and  
funding to carry out your  
campaign.

MRS. W.M. S. FOSTER III  
27 DONNYBROOK ROAD  
MONTVALE, NEW JERSEY

We fully realize that our \$25. donation to Mr. Nixon's campaign is a small gesture, but we hope that perhaps other clubs throughout the country will do the same. We hope that all Republicans feel the same and will actively support all Republican candidates across the nation.

Sincerely,

Barbara P Foster

Secretary



## Contribution Given To Nixon Campaign

*The Record-Hackensack N.J.*

### Pascack Valley Young G. O. P. Sends \$25 To Aid His California Drive

Pascack Valley Young Republicans, making a \$25 campaign contribution to Richard M. Nixon's bid for the California Governorship, expressed the hope yesterday that they were initiating nationwide Republican financing of the Nixon candidacy.

#### LOOK FOR OTHERS

Announcing a check of \$25 was being forwarded to Nixon, the local organization officials said they were looking forward to seeing Republican organizations throughout the country follow suit according to their means.

An accompanying letter, signed by Richard Hooper of Montvale, and addressed to Nixon, states:

"Our club, which consists of eight towns in Bergen County, N. J., realizes that a Republican victory in California this November would be a great stimulus to the Republican Party throughout the nation.

"We wish you overwhelming victory this fall."

The announcement said that, by supporting Nixon, Republicans all over the country can show unified strength. Mrs. Barbara Foster, executive secretary, explained that an extension of the plan to support all Republicans in major races was contemplated. She said:

"Since we have no gubernatorial or Senatorial race this fall,

we worked out this plan. Our thought is that other Republican groups, particularly where there are no contests, might extend their aid across State lines."

The secretary explained that the check came from a \$400 fund raised by a recent dance. "We're not much more than a year in existence. Larger organizations may see their contributions however large return a hundredfold by supporting the party's victories and drawing from the accumulated national strength."

The organization of 70 members include residents of Montvale, Park Ridge, River Vale, Hillsdale, Woodcliff Lake, Westwood, Washington Township, and

PASCACK VALLEY YOUNG REPUBLICAN CLUB

BOX 122

HILLSDALE, NEW JERSEY

July 7, 1962

Mr. Richard Nixon

Beverley Hills, California

Dear Mr. Nixon,

We are pleased to enclose our check for \$25. as a contribution to your gubernatorial campaign.

Our club, which consists of eight towns in Bergen County, New Jersey, realizes that a Republican victory in California this November will be a great stimulus for the Republican party throughout the nation.

We wish you an overwhelming victory this fall.

Sincerely,

*Paul R. Horner*

President

NIXON FOR GOVERNOR

file

Finance Considerations for the General Election

June 7, 1962 - Louis Quinn

Following are some suggestions on fund-raising plans for consideration by an independent Nixon finance effort. For the most part they would also be appropriate in any unified finance program. Of course, details of relationships with other candidates and the URFC ought to be worked out as soon as possible.

Overall observations (Applicable in Northern & Southern Calif.)

- I. Based on what has been done elsewhere, pollsters' findings that voters are ready to support their candidates, and the response to various special solicitations in this campaign (mailings, telethon, isolated community drives for ads, etc.), I believe RN and the Finance Committee should agree on some kind of broadscale solicitation of campaign contributions from all Republicans throughout California.

I propose that we consider an intensive, coordinated one-week drive October 8 - 12 preceded by appropriate publicity, speeches by RN and kicked off with a special TV program on the 8th. Ideally, such a campaign would be a personal door-to-door solicitation. However, the goal should be an "every-voter canvass" and the "tele-fund" approach (see manual) has possibilities for broader coverage with a smaller organization.

While the public goal would be for "vitally needed campaign funds," a general drive for money offers substantial political benefits -- see below -- even though it might not net out much for state-wide expenses (which should come from special gifts, anyway):

1. The Candidate has a new and highly acceptable general theme and a sub theme variant with considerable personal appeal, i.e., general citizen support for a political campaign, and individual responsibility for all things including good government; both areas in which Californians can set a new standard for the nation.

2. Volunteers have an impelling reason to organize early.
3. Volunteers have an impelling reason to communicate with each voter.
4. The communication will be personal and regionalized, and therefore more effective.
5. Publicity and Candidate-contact possibilities are tremendous.
6. The drive will constitute a huge pre-general sub-peak of activity and interest.
7. Reports will pinpoint areas of strength and weakness.

In summary, this proposal aims to capitalize on the dynamics of fund-raising, i.e., Votes and Interest follow Money = vim (energy, force and vigor).

II. Once we decide upon this or any other finance program, goals, etc., County Chairmen and County Finance Chairmen should be oriented to the fact that their responsibilities extend beyond County boundaries in so far as finances are concerned . . . . That each County has a definite obligation to deliver its equitable proportion of statewide expenses and that provincialism has no place in winning and financing elections.

Granted that appropriate information and inspiration wins acceptance for this point of view, we and the County leaders should be brought together (maybe on their grounds) so that we can show them how to reach their goals through proper organization and sight-raising, i.e., bigger gifts from more Republicans. Very few of these people realize their own financial potentials (and Shell's finance records will likely bear this out). The critical importance of this election can serve well to get Republican giving up to the level it should be, but leadership and guidance will be vitally necessary. This direction will have to come from the Candidate, the Northern and Southern chairmen and the Finance Committee.

III. Fund-raising timing needs to be more carefully geared into the political side of the campaign. For instance, we ought to insure that there is enough activity by August 15 to create the right climate for going after Advance Gifts and that by September 15 the political tempo will support broader solicitation efforts, and so on.

Likewise, direct mail pieces, newsletters, etc., ought to be concentrated in the early periods to stimulate and encourage volunteer interest. They can substitute for general campaign publicity which will probably be light until October 1st or so . . . . Perhaps we ought to consider putting out three or four special cultivation pieces for bigger potential donors that can be sent to them early for information and inspiration without evoking voluntary token gifts, i.e., too small.

Any events scheduled to raise funds for the National Committee ought to avoid our key dates in so far as possible and certainly ought to be scaled down to expectancies that will be a minimum deterrent to our efforts.

IV. We should make an immediate effort to get hold of Shell's state-wide gift list showing names, addresses and amounts.

## L. A. County Possibilities

With a little more time to plan and organize and a clearer atmosphere in which to work, I believe we can improve substantially on our local fund-raising for the General.

First of all, I believe we ought to try to get more volunteers for our Finance Committee. They will enable us to enlarge personal solicitation coverage and each one will feel a stronger sense of identification with the campaign with the resulting political advantages.

My suggestions for enlisting more volunteers are two: writing all primary donors of \$200 or more and inviting them to join the Committee, and asking the heads of a select list of larger firms to recruit one to five key executives for us.

Also, we might consider getting a few of the younger, successful entrepreneurs of the Jim Fallon, Jack Morehart calibre to line up some of their peers.

Second, I propose we stratify our prospects and volunteers in recognition of the theory that political fund-raising is a power operation -- bringing together the people with the "power to ask" with the people who have the "power to give." Usually they are peers, so you put your AAA prospects in the hands of your AAA volunteers, BB, C, etc.

Specifically, I am suggesting that we evaluate our prospect potentials and put them in three categories:

Advance Gifts:	\$1,500+
Major Gifts:	\$500 to \$1,000
Special Gifts:	\$100 to \$400

Then we would also classify our volunteers into these groups in sufficient numbers to cover the prospects. Each group would be organized separately and launched in a series of kick-off meetings in August and September. (Advance and Major gift solicitations should be completed before the every-voter canvass is launched on October 8.) With a chairman for each of these three sections, the Finance Chairman's follow-through responsibilities would be simplified considerably.

Third, it appears that our best new unrealized potentials for the Fall are the groups with quid pro quo relationships to Sacramento. We can begin immediately to research this area with persons who are familiar with the various lobbies, their areas of discontent with Brown, and the most productive (and least hazardous) approaches to them. These approaches with state-wide implications would require close coordination between the Northern and Southern committees.

In this area of fund-raising, I believe the Finance Committee should concentrate on bigger potentials, i.e., oil and gas, utilities, highway people, contractors, finance industries, beer and liquor, etc., leaving the smaller trades and professional groups to the Contact Division operation out of Headquarters. Of course, we could pre-select major potentials from each group (a la the eight accounting firms), or the Contact operation could incorporate a selected advance gift approach into its routine. In general, since the Finance Committee's responsibility is to raise funds and we know more than 90% of our money will come from less than 10% of possible prospects, it seems wisest that the Finance Committee give more than 90% of its time and attention to the limited number of biggest potentials.

Likewise, the Finance Committee could probably be more productive if it would leave MOST ALL the various local campaigns within the County up to the Community Chairmen. However, if the Division Chairmen, Community Chairmen and Community Finance Chairmen are properly instructed and inspired, there certainly ought to be good possibilities for raising enough funds at the local level to make some available for state-wide expenses. All of these leaders should have a thorough orientation on finances before July 15.

Perhaps four communities within the County should get special attention so that a really effective job is done, i.e., advance gift solicitation and the every-voter canvass. All of these areas ought to be much more productive than they were in the Primary:

Pasadena

Beverly Hills

West Los Angeles

Long Beach

It seems to me that in these communities the Finance Chairman ought to have a hand in naming the local Finance Chairmen (and female Vice Chairmen) and maintain a close working relationship with these people.

Similarly, we ought to try to keep closer tabs on the special fund-raising in the Jewish community and within the Motion Picture-Television industry.

Our policy on dinners ought to be determined fairly soon, as Pasadena is champing at the bit to get the green light on one. Personally, I do not have a very high regard for them as a fund-raising medium. Providing you have a soliciting organization capable of covering the field, experience has demonstrated that the same effort as might be put into a dinner will net out more money via direct solicitation. However, if the dinner tab were low enough not to endanger subsequent direct solicitation and there is political yardage to be gained, a case can be made for holding a dinner.

Some consensus ought to be reached regarding how soon we go back to people who said, "See me after the primary" and/or those who backed Shell. Do we move in early or wait and contact them in the regular routine? Do we plan any special harmony pitches to some of these people who represent especially big potentials? If so, are the political or finance people responsible for this program?

More corporate money can probably be raised for the General if we make proper advance arrangements and put early emphasis on pre-tax possibilities.

X X X X X

LQ/sp



Lou Quinn

6-13-62

Bob Haldeman

Pledge follow-ups - Telethon

Attached are Telethon pledges \$50.00 and over. It would seem to me these are worthy of a follow-up. Will you do the needful?

File: P.R. - Telethon (folder)  
x Finance - Fund-raising (folder)  
x date

# Nixon for Governor

To: Bob Haldeman  
From: Rose Mary Woods  
Subject:  
Distribution:

Date: April 30, 1962

I cannot remember whether I sent you a memo on this before but after the Freeman Party RN said he wanted you to follow up with a manufacturer named Cowan who said he would raise "a lot of money for us."

RMW:ma

Let to Arnold  
"You did -  
we have"  
HRL

Messrs. Maurice H. Stans  
Edward R. Valentine

May 2, 1962

Louis Quinn

2nd Roundup on 10-Counties Finance Program

(Inyo (\$1,000) Don Bell -- Finance Chairman in process of being appointed. Will get going on special gift potentials (all 5 of them) at once and remit as quickly as possible.

Orange (\$22,000) Walter Schmidt -- He will send \$10,000 in A.M. A note of appreciation is going out. It will also remind of deadline for balance.

San Bernardino (\$12,000) Verne Potter -- Still organizing. Practically no money in till, but my suggestion of a special gifts program built around RN's visit on the 14th was enthusiastically received. Also, they have agreed to encourage Redlands to set up a pilot "telefund" operation. I will follow through on both situations.

San Luis Obispo (\$2,500) Dr. Angerer -- There are signs of life here now. Good spirit, enthusiasm, headquarters open, etc. 1,000 invitations to fund-raising dinner the 24th featuring Rox Russell are going in mail this week. They are confident of meeting quota. They will try to get some of it up fast (before 15th) via special gifts and/or guarantees, at least so Dr. Angerer agreed. I will stay with him.

Santa Barbara (\$10,000) Bob Jones -- Here's another case of enthusiastic optimism. They expect to get all names on their letterhead by tomorrow and send out solicitations the first of next week (500-700). Bob will try to get going on an advance telephone coverage of best prospects immediately to get us some \$ soonest. Wants MHS to write Talcott.

Imperial (\$1,500) Joe Anderholt -- He has had a session with his new finance chairman (Roy Thompson) and various community finance committee members are already in process of being appointed. They are operating on borrowed funds but know our requirements and will try to help as quickly as possible.

Ventura (\$4,000) Ralph Viola -- Will try to send us \$1,000 by May 8. They are anxious to have MHS up for a fund-raising dinner May 12. In process. Headquarters open and staffed in Oxnard and Ventura.

Messrs. Maurice H. Stans  
Edward R. Valentine

May 2, 1962.

2nd Roundup on 10-Counties Finance Program

Kern (\$5,000) R. Curran -- Geo. Parker, finance chairman, has done nothing to date and probably won't. He referred me to Roland Curran, local power-behind-the-throne. Curran is quite bitter about our campaign's late start and the fact that it permitted the Shell camp to capture important leadership and money. They are writing 2-300 letters daily, but money coming in slowly and needed for local operations. Curran is a pessimistic about sending us anything. However, he will set up a special reception for potential "big chunk" givers when RN is there the 19th. (Curran will be in Hawaii May 15-28.)

Riverside (\$8,500) Cap Reade -- Eldorado luncheon covered their local expenses (\$1,500). Everything raised from here on goes toward state-wide quota. Reade is optimistic re outlook, but can't promise when we will get any \$. They have a large (15,000) mailing going out this week and special gift solicitations ready for launching at a campaign committee meeting in A.M.

San Diego (\$28,000) C. A. Smith -- The latest from here is that Admiral Gehres had requested some paper for 31 billboards. We put a "hold" on that and the request has since been withdrawn; I guess because our official campaign boards are beginning to go up. ERV has been trying to reach Arnholt Smith for two days re San Diego's contribution.

L-Q.

LQ/sp

cc: Messrs. H. R. Haldeman ✓  
H. Kalmbach  
W. D. Brewer  
H. C. McClellan

INTER-OFFICE MEMORANDUM

Nixon for Governor

*file*

To: Mr. H. R. Haldeman  
Herb Kalmbach

Date: April 6, 1962

From: Louis Quinn

Subject:

Distribution:

The attached will give you a good over-view of the Finance Committee's activities.

As I see it now the only other area that we will be going into will be Palos Verdes-Rolling Hills. Jack Drown is going to give us a little guidance on leadership down there.

Any time you have any suggestions on the Finance Committee's activities they will be most gratefully received.

*nm*

mbo

**NIXON FOR GOVERNOR**

**Southern California Finance Committee Recap**

**I. Money**

A. Pre-filing           \$111,512.08\*  
B. Since filing        16,125.00

**II. Prospect list (\$200up) expanded from 400 to 900 and almost all assigned in two meetings of Committee. Unassigned prospects being circulated and committee being asked to generate new prospects.**

**III. Latest additions to Committee:**

Ray K. Cherry  
Stanley M. Freeman  
E. R. Hergenrather  
Truman Johnson  
Charles W. Lee  
George T. Moore  
Dana Smith  
James M. Udall  
Don Koeppe

Possible additions pending:

Fred Walker  
Joe Crail

**IV. Nine of ten out-counties accepted their shares of cost allocations totaling \$90,000. (No Chairman in Kern County)**

**V. Pasadena Committee staffed and "kicking off" advance gifts April 11, with 28 volunteers. General solicitation to follow; 45 volunteers already recruited. Stan's party.**

**VI. Steve Broidy accelerating Jewish community and attempting to step-up activity in motion picture industry. Need to coordinate activities of Silberberg, Freeman, Cummings, Warner, (et al).**

**VII. Henry Clock - Long Beach: (L.Q. to provide)**

**VIII. Margaret Brook - West Los Angeles: (L.Q. to provide)**

**IX. Ed Hergenrather - Arcadia-Foothill communities.**

**X. Harold Lutz - Whittier: (L.Q. to provide)**

**XI. Special "depth" solicitations:**

Howard Edgerton - Savings & Loan Associations  
Dick Millar       - Securities Houses  
Ray Cherry       - Home Builders

Southern California Finance Committee Recap (Cont.)

XI. Special "depth" solicitations (Cont.)

Frank Pellissier - Dairies

C. C. Gabrielson - CPA firms

XII. Fund-raising features designed into Community and Contact programs.

* Received from Northern California	\$ 25,000.00
Received from Nixon's Mail Office	1,092.67
Contributions received	<u>85,419.41</u>
Total contributions pre-filing	\$111,512.08



NIXON FOR GOVERNOR
Southern California Finance Committee
609 South Grand Avenue, Room 414
Los Angeles 17, California

Finance Chairman
MAURICE H. STANS

Treasurer
JOHN ROBERT WHITE

Vice Chairmen
STEVE BROIDY
MRS. THURMOND CLARKE
HENRY H. CLOCK
JUSTIN DART
E. S. HARTWICK
CHARLES S. JONES
MRS. MARSHALL S. NEAL
EDWARD R. VALENTINE
JACK L. WARNER

Committee Members
W. HERBERT ALLEN
HAROLD BAYLY
JOSEPH J. BOGDANOVICH
MRS. GEORGE C. BROCK
DANIEL P. BRYANT
HOMER H. BURNABY
EDWARD W. CARTER
RAY K. CHERRY
SHANNON CRANDALL, JR.
ROY P. CROCKER
HOWARD CUNNINGHAM
FRANKLIN H. DONNELL
JACK DROWN
CHARLES E. DUCOMMUN
WESLEY I. DUMM
LLOYD R. EARL
JULES C. EDWARDS
BRYANT ESSICK
J. S. FLUOR
STANLEY M. FREEMAN
JOHN JEWETT GARLAND
LEROY A. GARRETT
MRS. FREEMAN GATES
RICHARD A. GRANT
RUSSELL N. GREEN, JR.
J. M. HILLMAN
CONRAD N. HILTON
H. LESLIE HOFFMAN
GEORGE D. JAGELS
TRUMAN JOHNSON
WILLARD W. KEITH
MORTIMER A. KLINE
MRS. THOMAS R. KNUDSEN
DANA LATHAM
CHARLES W. LEE
RAYMOND E. LEE
JOHN D. LUSK
HAROLD H. LUTZ
HAROLD C. McCLELLAN
ROSS MCCOLLUM
LEE B. MILBANK
RICHARD W. MILLAR
EDWARD MILLS
ROBERT L. MINCKLER
HENRY T. MUDD
J. STANLEY MULLIN
KENNETH T. NORRIS, SR.
FRANK L. PELLISSIER, JR.
MORRIS B. PENDLETON
GEORGE R. PIEROSE
THOMAS P. PIKE
ELWOOD J. ROBINSON
J. D. ROBINSON
W. S. ROSECRANS
ROBERT A. ROWAN
WILLIAM T. SESNON, JR.
MENDEL B. SILBERBERG
EMERSON SPEAR
ARTHUR C. STEWART
WALLER TAYLOR, II
NICHOLAS F. TRUTANIC
HOLMES TUTTLE
JAMES M. UDALL
WILLARD D. VOIT
CORNELIUS G. WILLIS
JACK WRATHER

Assistant to the Chairman
LOUIS QUINN

April 13, 1962

SIGNS ON THE POLITICAL TRAIL . . . . .

. . . . . point to the fact that opponents of Republicanism in California and elsewhere are doing everything in their power to harass Dick Nixon's campaign and to try to prevent a strong showing in the June primary.

You are urgently requested to attend an important meeting of the Finance Committee to get an up-to-the-minute report on our counter-offensive from Chad McClellan. It will be held at 4 p.m. next Thursday, April 19, in Rooms 4 and 5 of the California Club.

We are currently running a deficit! It is important that campaign tempo be maintained. Solicitation of all prospects must be stepped up. If you haven't made your own generous contribution, please bring it to the meeting with any other funds you are able to collect.

We are counting on seeing you Thursday.

Maurice H. Stans
Edward R. Valentine

Chairman Vice Chairman



Lou Quinn

4-16-62

Bob Haldeman

The attached program from the recent Brown dinner should be helpful for guidance in solicitation of similar corporate support for our campaign. I assume these people want to be on both sides in most cases.

File:  
x - Finance - Fund-raising  
date

INTER-OFFICE MEMORANDUM

N i x o n f o r G o v e r n o r

To:       Herb Kalmbach  
          R. H. Finch  
          ✓ H. R. Haldeman

Date:     April 2, 1962

From:     Louis Quinn

Subject:   County Quotas

Distribution:

Just a note for your records:

At Saturday's finance session Mr. Stan's arbitrarily raised Santa Barbara's quota from \$5,000 to \$10,000.

Cordially,

A handwritten signature, likely of Louis Quinn, consisting of a vertical line followed by a stylized, cursive 'L' and 'Q'.

mbo

# Thank You!

It is a pleasure to acknowledge with sincere appreciation your contribution to the Nixon for Governor campaign.

Your support will be encouraging to Dick and I want to add an extra word of thanks for him.

Enclosed is a receipt for your contribution. Also herewith are a car sticker and a lapel button. I hope you use both so you may be readily identified as a community leader who is backing Nixon for Governor.

With the thought that some of your friends might be persuaded to support Dick's campaign, I am sending you a couple of blank support cards. We will all be grateful for your continuing assistance.

*Maurice H. Stans*

MAURICE H. STANS, *Chairman*  
Southern California Finance Committee  
NIXON FOR GOVERNOR



Lou Quinn

4-9-62

Bob Mardeman

attached letter from Paul F. Du Bois

We have tried to check out the attached, but to no avail. I would suggest a direct approach by one of our finance people.

**Herb Kalmbach**

**3-22-62**

**Bob Haldeman**

**Finance Section - Campaign Manual**

**If you think a meeting with Lou Quinn on this is advisable, I will do it. However, I don't think it is necessary for Bob Finch to sit in -- but will leave this up to you.**

**Let me know.**

File: H Kalmbach - follow-up 3/26  
x chron.

INTER-OFFICE MEMORANDUM

N i x o n   f o r   G o v e r n o r

To: Mr. R. H. Haldeman, Campaign Manager

Date: March 16, 1962

From: Louis Quinn

Subject:

Distribution: Herb Kalmbach

In the <sup>light</sup> of this morning's meeting, it appears to me that ~~the~~ finance section in our Campaign Manual looms important.

To give me the guidance I will need to get this copy under way, what would you think of the desirability of our sitting down for a brain-storming session?

Should Bob Finch sit in?

Regards,



mbo

*File*

February 20, 1962

Mr. Maurice Stans, Chairman  
Nixon for Governor Finance Committee  
c/o Western Bancorporation  
600 S. Spring Street  
Los Angeles 14, California

Dear Maurie:

There has been established in the National Oil Building at 609 S. Grand Avenue, Room 414-415, an office for the Finance Committee. Necessary equipment for the use of said office has been installed. Mrs. Marian Oppen was engaged and is actively working there now.

The expenses for this office, to wit; Mrs. Oppen's compensation, the rent, and the rental of office furniture will be assumed by me through May of this year. The telephone and incidentals will be assumed by me through February. I will expect the Finance Committee to assume all other expenses.

Sincerely yours,

  
Edward R. Valentine

ERV:mbo

CC - Mr. Robert H. Finch  
Mr. R. H. Haldeman  
Mr. John R. White

Send to

For Quinn

for BOB HALDEMAN

11/2/61

Marty Cooper called; connected with <sup>a</sup> record company which is affiliated with Capitol Records; says he has a great idea to do campaign fund-raising through records; wants to talk with someone about it. I told him that I would pass his message along, and that someone connected with the campaign organization would be in touch with him.

telephone numbers                      Office: HOLLYWOOD 7-9477

Answering Service: CRestview 4-0201

lgs

Walt  
LFD wants  
talk to Quinn  
about it



Send to

Joe Quinn

for BOB WALDEMAN

11/2/61

THE 238 11/2/61 11/2/61

Marty Cooper called; connected with <sup>a</sup> record company which is affiliated with Capitol Records; says he has a great idea to do campaign fund-raising through records; wants to talk with someone about it. I told him that I would pass his message along, and that someone connected with the campaign organization would be in touch with him.

telephone numbers                      Office: HOLLYWOOD 7-9477

Answering Service: CRESTVIEW 4-0201

lss

Walt  
Walt wants to  
talk to Sam  
about this

**February 3, 1962**

**Mr. Dan R. Coletti  
P.O. Box 75771, Sanford Station  
Los Angeles 5, California**

**Dear Mr. Coletti:**

**Mr. McClellan passed along  
to me your letter and the information relating  
to your background.**

**We are, of course, appreciative  
of your interest in the campaign and your  
desire to help out.**

**Until the Finance Chairman has  
been appointed, no decision will be reached  
on a staff man for fund-raising. I will, however,  
refer your letter to the Chairman and when the  
time comes to consider this subject, you may be  
sure it will receive every consideration.**

**Thank you again for contacting  
us.**

**Kind regards.**

**Sincerely,**

**H. R. Haldeman**

**cc: Mr. H. C. McClellan**

File: Finance - Fund-raising  
x - C  
x - Chron.

Dan Collette -

To 9-0745

No 2-9151

OK

Still

Bob -

write him re  
my margin note so  
he'll know his being  
considered + McCallan is  
covered.

1/31

I have had two conversations with Dan Coletti --  
he is looking for the fund-raising job.

(I knew him from the '56 campaign -- and he  
remembered me....hence feels he has a  
contact here and is pushing a bit).

("Salute to Qks" Dinners)

My impression -- not too impressed -- but  
actually do not know what results he obtained --  
he worked for Dart -- who would be able to  
give you more info.

He certainly is not a Randy Bishop - or Ketchum -  
or what I would call top drawer -- but maybe  
you don't want too much.

D

JANUARY 23, 1962

MR. DAN R. COLETTI  
P. O. Box 75771, SANFORD STATION  
LOS ANGELES 5, CALIFORNIA

DEAR MR. COLETTI:

THANK YOU VERY MUCH FOR YOUR LETTER OF JANUARY  
17TH, INDICATING YOUR DESIRE TO BE OF SERVICE  
TO THE REPUBLICAN PARTY AND TO MR. NIXON.

IN ORDER TO EXPEDITE MATTERS, I HAVE REFERRED  
YOUR LETTER TO MR. ROBERT HALDEMAN WHO IS THE  
CHIEF OF STAFF IN THE NIXON ORGANIZATION. I  
AM IN ADDITION TO YOUR LETTER, REPORTING TO  
HIM CONCERNING OUR TELEPHONE CONVERSATION.

THANKING YOU FOR YOUR COURTESIES TO ME AND  
WISHING YOU THE BEST, I REMAIN.

CORDIALLY,

H. C. McCLELLAN

Write Coletti  
cc McClellan  
ack receipt of  
material  
tell him decision  
on Staffman for  
function. I  
will have to  
await appt of  
Finance Comm  
we will then  
be in touch -  
then be sure  
we contact  
again after  
Finance Comm  
is named.

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Hollywood Presbyterian Hospital  
Olmsted Memorial

1322 NORTH VERMONT AVENUE  
LOS ANGELES 27, CALIFORNIA  
NORMANDY 2-9151

B. J. CALDWELL, ADMINISTRATOR

Jan. 17, 1962

Mr. H. C. McClellan, President  
Old Colony Paint and Chemical Co.  
620 Lamar St.  
Los Angeles 31, Calif.

Dear Mr. McClellan:

Foremost, I wish to be of service to the Republican Party and to its most formidable candidate for the Governorship of California, Richard M. Nixon.

My work with the Party in California dates back to 1956 -- at that time I worked with Mr. Justin Dart of Rexall Drug for eleven months raising funds for the 'Ike' Dinner. I also did some work in 1958. In 1960, I worked with Mr. Kearns on the "Nixon-Lodge" Dinner and followed up with raising funds in Ventura County for the Presidential Campaign.

Last week, I discussed my availability for Party service after the first of February with Mr. Ed Valentine. My present assignment with the Presbyterian Hospital will terminate at that time.

The welfare of the Republican Party has had my constant interest and continued attention as is shown by the enclosed carbon of a presentation of the GOP TRUNK LINE which was requested by Mr. E. S. Shattuck to be forwarded to Congressman George Hinman.

The paid assignments which I have had with the Party have been \$1,000 per month plus expenses.

Due to my seven years with Freedoms Foundation as assistant to the President, under the west coast leadership of Mr. Don Belding, my contacts with California Industry are large and varied.

I shall be looking forward to hearing from you before the first of February as to the next step.

With expressions of warm personal regards,



Dan R. Coletti

P. O. Box 75771, Sanford Station  
Los Angeles 5, Calif.

DC/dh

---

A DOCUMENTARY PUBLICATION

---

Oct. 27, 1961

Mr. F. S. Shattuck  
523 W. 6th St.  
Los Angeles, Calif.

Dear Ed:

Here is the plan we discussed regarding the contemplated publication of the GOP Trunk Line to serve the voter's great need for enlightenment from the grass roots level to the political worker.

It would be advisable to begin by selecting a representative state such as New York or California for a pilot and thereby give the project a thorough working out on a practical level.

The plan will:

1. Keep alive interest and activity within the Party
2. Give a voice to the GOP members
3. Keep the GOP united
4. Inform the GOP members at the grass roots level
5. Enable the voters to have an impact upon the affairs of government
6. Create an educated informed voter
7. Stimulate the voter's interest in government activities
8. Keep the voter aware of his responsibility in government
9. Put at each voter's fingertips a complete reference digest of the work of government at all levels

All of this can be done quite simply through a digest Republican 'house' organ to be called the GOV TRUNK LINE officially; the TL unofficially, two initials which already carry the connotation of Tell-me! from the exchange of compliments as trade lasts.

The GOV Trunk Line Corporation will be non-profit with such monies as exceed operating expenses to be accumulated for the use of the Party and divided between a permanent fund and the various states according to their percentage of support.

The TL will be published monthly in three sections: National, reporting on Congress, foreign affairs, UN, etc.; State, giving state government business; Local, reporting county and city activities. The TL will emphasize extremely simple and concise reporting to make it possible for the most inexperienced voter to understand the material.

The basic goal of the TL will be to inform the voter WHAT THIS OR THAT MEASURE MEANS TO HIM AND THE NATION....to his future....to national security....to his well being.

The TL must be scrupulously honest, like Caesar's wife, above reproach. When someone says, "I read it in the TL", the listener must be forced to reply, "It must be true, then." All statements and facts must be documented or identified as the opinion of a specific person.

Each TL will include the line: Write your approval or disapproval of ALL measures to your government representatives, and will list pertinent names and mailing addresses.

The TL will be self supporting through subscriptions which will be \$2.00 per year for 12 issues. There are, in California, 6,753,420 registered voters of which 2,676,565 are Republicans. In the last presidential election, 88.32% of the registered voters cast ballots. On the basis of these figures, we assume that approximately a million subscriptions will be sold. Additional subscribers will be libraries, colleges, clubs and business houses which will use the Trunk Line because of its documentary nature.

The following figures have been compiled by Stationers Corporation of Los Angeles. A four page 8x11, leaflet, single color ink, Rotary Lithoprinting on 50 lb. white Mountie Lithofect stock will cost \$32,810.00 per month on a twelve month basis, uncontracted. This includes type setting, cuts, engraving, corrections, and folding twice for the mailing house. The mailing house will address and staple individual leaflets for mailing. Mailing is not included in the above figures.

The required staff, office space and equipment will run about \$10,000 per month.

The first distribution of the TL must be to every registered Republican. The original packet will include the first



issue of the TL, a subscription blank, an explanation of the purpose and objectives of the TL, a statement that each subscriber will receive a folder for each year's issues and at the end of each year, a complete index. The point here is that the TL will be a permanent reference library on political activities for the informed voter.

We are deeply concerned as are other Republicans over the need to keep the Republican Party intact as essential to the welfare of the nation. Therefore, we offer this plan to meet this vital need. We feel that the GOP Trunk Line will give voice to a mute segment of the voting population.

With expressions of cordial regards and a forecast for a strong GOP future, I am,

Cordially,

Dan R. Coletti

Post Office Box 75771  
Sanford Station  
Los Angeles 5, Calif.

*Home Telephone*  
DC/dh *Ho - 90745*

Bob -

OK to just file this one --- and not do what  
we say in the letter ?

Yes

February 3, 1962

Mr. I. Locken  
Calavo Growers of California  
4833 Everett Avenue  
Los Angeles 58, California

Dear Mr. Locken:

Miss Yvonne Smith has advised me of your recent visit with her and has given me a memorandum which contains your thoughts on a fund-raising effort.

As yet, the campaign organization does not include a staff member whose primary function will be in the fund-raising field. I am, therefore, taking the liberty of holding your presentation for transmittal to our Finance Chairman following his appointment. Should the scheme you have in mind be one which the finance people would like to consider, I am sure you will hear directly from someone in that area of our operation.

Meantime, however, I did want to acknowledge your thoughtfulness and your interest in our effort, and thank you very much for coming by the office.

Kind regards.

Sincerely,

H. R. Haldeman

File: - Finance - Fund-raising ✓  
x - Calavo Growers of Calif.  
x - Chron.

# Nixon for Governor

To: B/ Haldeman / and finance committee

Date: Jan. 22, 1962

From: Yvonne Smith

Subject: Finance

Distribution:

Mr. I. Locken was in today as a representative of Calavo Growers of California. Calavo, according to Mr. Locker, are very much interested in the election of R.N.. Knowing how difficult it is to raise funds, they gave him permission to submit the following idea-

Working through co-ops in the Coachella valley, they will package in the sample box, two lbs. of dates which would cost 60¢ and should sell for a minimum of \$1.00. The initial order would be made on a 10,000 quantity- larger order could be purchased at a lesser price.

The package would have (black and white ) a picture of Nixon and any slogan desired.

Mr. Locker feels that this would be a unique way of raising funds and one that would cause a great deal of publicity and discussion.

The 60¢ would cover delivery to any area in the State and no sales tax would be charged

CALAVO GROWERS OF CALIFORNIA

4833 Everett Ave., Los Angeles 58 Calif.

LUDLOW 7-4291

or

820 Birch Street

MADISON 3-3984

I told Mr. Locker that I would pass this information on to finance.



MADISON 3-3984  
820 BIRCH STREET

I. (LUCKY) LOCKEN  
L. A. Branch Sales Representative

**CALAVO GROWERS OF CALIFORNIA**  
4833 EVERETT AVENUE, LOS ANGELES 58, CALIFORNIA • LUDLOW 7-4291