

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>
59	8	10/14/1962	Memo	Memo from Sammy to Rose about mailings. 1 pg.
59	8	1962	Newsletter	Nixon for Governor newsletter, Campaign now entering the home stretch...3 pgs. Attached to previous. 2 duplicates not scanned.
59	8	1962	Newsletter	Nixon for Governor newsletter, All aboard the win with Nixon special...2 pgs. Duplicate not scanned.
59	8	10/22/1962	Memo	Memo from Sammy to Rose about mailings. 1 pg.
59	8	1962	Newsletter	Nixon for Governor newsletter, 400,000 vote victory margin predicted...2 pgs. Attached to previous. 2 duplicates not scanned.
59	8	1962	Newsletter	Nixon for Governor newsletter, Polls show Nixon leading in LA...2 pgs. Duplicate not scanned.

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59	8	1962	Newsletter	Nixon for Governor newsletter, Giant telethon scheduled for November 3rd. 1 pg. Duplicate not scanned.
59	8	1962	Newsletter	Nixon for Governor newsletter, Operation telethon blitz starts Thursday... 1 pg. Duplicate not scanned.
59	8	02/1962	Newsletter	Nixon for Governor newsletter. 2 pgs.
59	8	04/1962	Newsletter	Nixon for Governor newsletter. 4 pgs. Duplicate not scanned.
59	8	1962	Memo	Memo form Sammy to Rose about mailings. 1 pg.
59	8	1962	Newsletter	Nixon for Governor newsletter, Los Angeles telehone scheduled for November 3rd... 1 pg. Attached to previous. 2 duplicates not scanned.

INTER-OFFICE MEMORANDUM

Nixon for Governor

*file*

Date: Oct. 14, 1962

To: **Rose**

From: **Sandy**

Subject: **Mailings**

Distribution: **H and J, Doris Jones, H. Kalmbach, C. McClellan, Mail Office,  
L. Quinn, Ed Slevin, Dorothy Wright.** ✓

**Approximately 220 copies of the attached were mailed to all S. A. County  
Division Chairmen, Field Reps., Community Chairmen, and Headquarters.**

# NIXON FOR GOVERNOR

## NEWS LETTER

### CAMPAIGN NOW ENTERING THE HOME STRETCH!

We are now moving into the final weeks of the campaign and the steady surge which has been building for our candidate will culminate in an overwhelming victory on November 6th...however, in order to make this prediction come true, it is necessary that we all make a continuing 100% effort in support of Dick Nixon's candidacy between now and election day.

In these closing weeks, it is of the utmost importance that good communications be maintained between the State Headquarters and the local communities...our several programs must be clearly understood and vigorously pushed. To help accomplish this purpose, we will be mailing a bi-weekly newsletter to all Nixon headquarters and division and community chairmen in Los Angeles County beginning with this issue.

### DEMOCRATS FOR NIXON

Democrats for Nixon State Headquarters opened last week at 641 South Flower St., Los Angeles 17 (MA 7-0924)...each division and community chairman is reminded of his responsibility to relay to that address the names of local Democrats who have been appointed as division and community Democrats for Nixon Chairmen and that such information be mailed to headquarters immediately together with lists of additional Democrats who wish to join the Committee.

### VICTORY SQUAD

This is of great importance...Each community chairman is expected to furnish a minimum of 100 volunteers to the Los Angeles County Precinct Organization's Victory Squad. Effective enlistment of these volunteers will help insure a massive Republican vote on November 6th. Give the names of these volunteers to your field representative and DO IT NOW. For maximum effectiveness, these names should be turned in by October 19.

Also, as a reminder, each Nixon headquarters is to be made available as the local Victory Squad Headquarters on Election Day...each



Assembly District Victory Squad Chairman has been advised of this policy position on the part of the Nixon organization and will be contacting each of our headquarters in his area at an early date to nail down the necessary details...it is suggested that if you do not hear from him within the next ten days that you should so advise your field representative who in turn will contact Victory Squad Headquarters.

#### OPERATION TELEPHONE

Weekly reports on the Democrat and Decline to State Poll are pouring in from Nixon for Governor Community Headquarters throughout the county. ARE YOUR REPORTS AMONG THEM? The results are tabulated here by community and division and are sent to Dick once a week. He wants to know how it's going in your community. LET US KNOW. Once this polling is completed, (and it has been in a number of areas) you will be ready to phone every Republican, Friendly Democrat, and undecided voter during the four-day Operation Telephone BLITZ immediately preceding Election Day (excluding Sunday).

#### "CHAT WITH PAT" COFFEE HOURS

Ten of these Coffee Hours in the County were attended by an average of 500 women and a beautiful and gracious Pat Nixon. Pat had the opportunity to talk informally with the guests and a "pitch" was made for those attending to hold their own Precinct Coffee Hours to raise money to buy phones; recruit volunteer telephoners for the Operation Telephone BLITZ, and aid the Victory Squad effort by recruiting Election Day workers. Pat called the Coffees a "great success" and was highly enthusiastic about the recruiting of volunteers.

#### UNDECIDED VOTER MAILING

Each community should decide no later than Tuesday, October 16th, whether or not an undecided voter mailing should be made from the local headquarters. If it is so decided, please give your field representative the quantity of the mailing and you will be furnished with a letter from Dick Nixon and mailing envelope for each such voter not later than October 22nd. It will then be your job to address the envelopes with the names of undecided voters in your area, affix postage, and make the mailing early in the week of October 29th.

One suggestion...if you plan to make an undecided voter mailing, you may wish to begin having your volunteers address gummed labels which can be pasted onto the envelopes when they are delivered to you from State Headquarters.

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### DEMOCRAT MAILING

Each community should also decide not later than Tuesday, October 16th, whether or not a mailing should be made to local registered Democrats. If it is so decided, please give your field representative the quantity of the mailing and you will be furnished with a self-mailer piece from headquarters not later than October 22nd. It will then be your job to address each self-mailer, affix postage, and make the mailing early in the week of October 29th.

As suggested above with respect to an undecided voter mailing, you may wish to begin having your volunteers address gummed labels which can be pasted onto the self-mailing pieces when they are delivered to you from State Headquarters. You are reminded that a self-mailer is a folder which can be mailed without need for an envelope. The addressing and stamping is done on the piece itself.

### BUMPER STICKERS

Every community should understand the absolute necessity for having bumper sticker teams organized and operating between now and Election Day. Stickers, or "traveling billboards," do much to build spirit and signify the enthusiasm of the electorate for Dick Nixon's candidacy.

Bumper sticker teams should be operating at all major shopping centers and other large parking areas on Saturdays and other days in the week when heavy traffic can be forecast. Shopping nights are ideal for this program.

How about your Young Sports Fans for Nixon program? Is it coming along in good shape? Get your youngsters instructed on this program... Remember, you could see to it that the kids in your community get an opportunity to participate and are thereby given a fair chance to win tickets to the Rams-Lions football game in the Coliseum on November 4th. Deadline for total scoring is October 30th. Let's go!

\* \* \*

# NIXON FOR GOVERNOR

## NEWS LETTER

ALL ABOARD THE WIN WITH NIXON SPECIAL!

Dick Nixon, entering the final stretch drive of his surging campaign, shifted into "super high gear" this week. His plans include a 3-hour telethon in Sacramento, 24 Win With Nixon rallies and a 35-hour whistle stop train tour.

Today (Tuesday) he appears in Sacramento for the fifth in a series of seven "no holds barred" telethons. On Wednesday, he goes to San Francisco for a major address at noon, a 3:30 p.m. appearance at a Nationalities reception, and a rally in Richmond at 8:00 p.m.

On Thursday, he will board the "Win With Nixon Special" in Santa Cruz at 8:30 a.m. and embark on his 35-hour whistle stop train swing. From Santa Cruz, the train will proceed southward making scheduled stops in Watsonville, Salinas, King City, Paso Robles, San Luis Obispo, Santa Maria, and Santa Barbara --- where he will make the only off-train rally of the tour at the Santa Barbara High School.

The train will make its first stop on Friday morning at Pico Rivera at 9:00 a.m. and will then move on south stopping at Fullerton, Anaheim, Orange, Santa Ana, San Juan Capistrano, Oceanside, Del Mar, and San Diego at 3:45 p.m. And before calling it a day, the candidate will travel to Riverside to attend another rally at 8:00 p.m.

Saturday, the candidate takes his "Programs for a Greater California" campaign before four rallies in Los Angeles County and one in San Bernardino. His schedule calls for appearances in Montrose at 10:30 a.m.; Glendale, 12 noon; Los Feliz District in Los Angeles, 1:30 p.m.; Burbank, 3 p.m.; and San Bernardino, 8 p.m. at the Orange Show.

### VICTORY SQUAD

We can't emphasize too strongly the importance of the Victory Squad Program on Election Day. Each community chairman throughout Los Angeles County is reminded of the urgent need to furnish not less than 100 volunteer names to his or her field representative immediately in order that these people may be effectively placed in the Victory Squad effort on November 6th.

### NEW PRECINCT SHEETS

Precinct sheets listing all voters registered in Los Angeles County as of September 13th, are now being received at Southern California



Headquarters. Your field representative is responsible for seeing to it that these sheets are put into the hands of the proper person in your division for quick distribution to community headquarters.

Your community Operation Telephone Chairman must plan now to have volunteers on hand to enter the phone numbers of new registrants onto these sheets so that these newly-registered voters will be called during the four day Operation Telephone BLITZ. One word of caution: please do not waste time transferring phone numbers from the old to the new precinct sheets. Instead, the volunteers should place the new sheets side-by-side with the old ones and then make a check mark on the new sheets opposite the names of the new voters whose names do not appear on the old sheets. The volunteers should then enter the phone numbers of these newly-registered voters in the usual manner next to their names. Another point to watch for -- the names of people who appeared on the old sheets but not on the new should be crossed out. They are no longer registered. When the BLITZ period begins on Thursday, November 1st, the telephoners will call the telephone numbers appearing on both the old and new sheets.

#### DEMOCRATS FOR NIXON

Our latest count shows that more than 300 Democrats for Nixon Community Chairmen have been appointed and that 8700 Democrats have signed pledge cards supporting Nixon for Governor. This is a good start. But we need more -- lots more. Everyone is urged to give this activity top priority in his or her area and supply additional names to the Democrats for Nixon Committee, 641 South Flower, Los Angeles 17. DO THIS TODAY-- NOW!

#### ARTESIA-DAIRY VALLEY DOES GREAT JOB!

Congratulations to Bill Teunnisen, Community Co-Chairman of Artesia-Dairy Valley! Bill and 43 of the youngsters in his area personally put on 3500 bumper stickers the other Saturday. They worked from noon until 7:00 p.m. Last week they hit it again and got out 2800 over the weekend. A great job, Bill. Each and every headquarters should be spurred on to greater performance by this example of dedication, teamwork, and organizational ability.

\* \* \*

# Nixon for Governor

To: **Hose**

Date: **October 22, 1962**

From: **Benny**

Subject: **Mailing**

Distribution: **B. and J. Boris Jones, S. Kalzbach, W. McClellan, Mail Office, Lou Simon, Ed Slevin, D. Wright.** ✓

**This mailing went to all C. A. Division chairmen, Finance Chairmen, Community Chairmen, and Headquarters, on Oct. 18, 1962.**

# NIXON FOR GOVERNOR

## NEWS LETTER

### 400,000 VOTE VICTORY MARGIN PREDICTED

The Victory surge is on and is building! Bob Haldeman, statewide campaign manager, has forecasted that Richard Nixon will win the election on November 6th by a margin in excess of 400,000 votes. A copy of the news release announcing Bob's prediction is enclosed for your reading and posting.

### CLEAR THE TRACK! HERE COMES THE WIN WITH NIXON SPECIAL.

Early reports from Santa Cruz indicate that a large and enthusiastic crowd was on hand at the train station this morning to hear and cheer Dick Nixon as he boarded the "Win With Nixon Special." Following a highly successful rally, the campaign train departed on a 35-hour whistle stop swing down the coast of California. The trip will end in San Diego tomorrow afternoon at 3:00. The train is symbolic of the gathering steam and drive of the Nixon campaign -- a stretch drive that is certain to culminate in an overwhelming victory on November 6th.

### VICTORY SQUAD

- \* Each headquarters must take the responsibility for recruiting not less than 100 victory squad workers and 25 poll watchers to work on election day.
- \* The principal method of recruiting these people should be by telephone -- and this telephoning should continue throughout the day and evening ('til 9 p.m.) to election day.
- \* Ask every volunteer enlisted to recruit a friend.
- \* Victory Squad cards should be filled out as you enlist each volunteer -- and these cards should then be mailed that day to victory squad headquarters.
- \* Remember that the later the cards are received at headquarters the less time there is to make certain that the volunteers are effectively placed in the program.



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### PRECINCT SHEETS

We are making every effort to get the precinct sheets out as rapidly as they are received from the Registrar's office and are experiencing fine cooperation from the various communities throughout the County in the distribution process. As you know, the sheets are being printed in order of assembly district number and we currently have received the sheets through the 52nd A.D. Be sure that you have your volunteers standing by to receive and process the sheets for your area.

### DEMOCRATS FOR NIXON

You are again urged to send in your Democrats for Nixon names to Democrats for Nixon Headquarters, 641 South Flower, Los Angeles 17. We are nearing the end of the campaign and every effort must be made to enlist our Democrat friends. DO THIS NOW! TODAY!

### BUMPER STICKERS

Let's make certain that bumper sticker teams are out in force this weekend at all shopping centers and other major parking areas in your community. Our bumper sticker program must be pushed on all fronts right up to the date of the date of the election. Let's get 'em on!

# NIXON FOR GOVERNOR

## NEWS LETTER

### POLL SHOWS RICHARD NIXON LEADING IN THE CITY OF LOS ANGELES

Yesterday, October 22nd, the Los Angeles Herald-Examiner reported the results of a Western Opinion Research Center public opinion poll on the campaign. Following is the question and percentage result relative to the gubernatorial race:

QUESTION -- If you were voting today, whom would you support for governor of California?

ANSWER -- Richard Nixon, 47.1%. Pat Brown, 46.5%.  
Other answers, 6.0%.

Needless to say, this poll result serves to verify and further confirm our soundings to the effect that Dick Nixon will win a great victory on Election Day. However, in order for this prediction to come true, it is necessary that we all make a continuing 100% effort in support of Dick Nixon's candidacy between now and November 6th.

### VICTORY SQUAD VOLUNTEERS -- LET'S GET 'EM SIGNED UP!

The most important task facing each community chairman for the balance of the campaign is the job of enlisting victory squad workers. We must have these workers in order to make sure that we get out the Republican vote. Each headquarters is being asked to supply a minimum of 100 victory squad workers -- this is only 20 workers per day for 5 days which is hardly an impossible assignment.

Each one of our headquarters should have telephoners busy calling Republicans in the local community to recruit victory squad workers. It should be emphasized to those telephoning that they should:

1. Make it clear to each prospect that his services are needed from 3 to 7 in the afternoon on election day to help get out the Republican vote and that he can indicate the area in which he wants to work.
2. Fill out the victory squad application cards as they enlist the volunteer over the telephone. Do not mail the card to the prospect. Instead, fill it out as he is recruited.

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3. At the end of the day, collect and mail the cards directly to the Victory Squad Headquarters at the address shown on the face of the card. Mail in a sealed envelope "FIRST CLASS."
4. Code each card with the initial "N" on the upper right hand corner and list your headquarters abbreviation.

Of course, everyone of our leadership group should plan to participate in victory squad activity on election day. Each such person should also fill out and mail a card to Victory Squad Headquarters.

Remember -- all of our activity over these many months doesn't mean a thing if we fail to get out the vote on November 6th.

\* \* \* NEWSPAPER ADS \* \* \*

Enclosed is a sheet of suggested ads to be run in your local newspaper. They can be sponsored by local businesses or individuals. Or, they can be run over the name of your committee.

Read over this sheet and after you have decided on how you want to proceed you are asked to order mats from Sammy Sammelman at State Headquarters. Check the language on the top right of the sheet for more specific instructions.

SENIOR CITIZENS AND WELFARE AID EXCERPTS

On October 6th, Dick Nixon broadcast his program for California's senior citizens on pensions, medical care and tax reform. Enclosed is an excerpt of that speech and a later news release under date of October 17th. Additional copies of either or both can be ordered from State Headquarters. (Tel: DU 5-9161, ext. 59)

# NIXON FOR GOVERNOR

## NEWS LETTER

### GIANT TELETHON SET FOR NOVEMBER 3RD

Dick Nixon will climax his campaign on Saturday evening, November 3rd, when he appears on a 5-hour telethon before local television cameras.

The telecast is the last in a series of seven such television appearances conducted on a regional basis throughout California over the past several weeks.

The telethon will be shown on Station KTTV (Channel 11) from 6:30 p.m. to 8:30 p.m. and from 10:00 p.m. to 1:00 a.m. Because of the tremendous demand at earlier telethons, two additional hours were obtained at the peak viewing time in order that Dick would have more time to answer questions.

In addition to being televised locally in Los Angeles, present plans include the televising of a portion of the telethon in San Diego and San Francisco and carrying the program statewide over CBS radio.

This very important program should be talked up by everyone in the campaign. All indications are that the show will have one of the largest viewing and listening audiences in local and statewide TV history. Our efforts should now be aimed at insuring this result.

### ELECTION DAY ACTIVITIES

On Election Day, the primary responsibility of the Nixon organization is to supplement the efforts of the County's precinct and victory squad workers by means of an efficient and effective telephone program.

Multiple copies of complete instructions for telephoning and poll checking on Election Day have been mailed to each Nixon headquarters. Telephoners and poll checkers should be recruited and everything put in order for a massive get-out-the-vote effort.

### CAMPAIGN LITERATURE

You are again reminded of the need to make certain that every last piece of campaign material is out of the office and into the hands of the voters before Election Day.

The investment in time and money that we have in this material is terrific. And we should make every effort to get 100% distribution. Let's be certain of this!

### ELECTION NIGHT VICTORY CELEBRATION

You and your friends are cordially invited to watch the election returns and share in the victory celebration on Tuesday night at the Beverly Hilton Hotel, 9876 Wilshire Blvd., Beverly Hills. This will be a great evening for everyone and you are all urged to attend.



# NIXON FOR GOVERNOR

## NEWS LETTER

### OPERATION TELEPHONE BLITZ STARTS THURSDAY

We are now in the last days of the campaign and of top priority this week is Operation Telephone. The four-day Blitz period begins promptly at 9 a.m. on Thursday, November 1st, and ends at 9 p.m. on Monday, November 5th -- the day before we Win with Nixon.

During this period of intensive telephoning, thousands of Nixon volunteers will call every registered Republican, and "friendly" Democrat and Decline-to-State voter in Los Angeles County. Never before has this program been so completely and efficiently organized. Now, let's get the job done!

### LAST FEW DAYS TO RECRUIT VICTORY SQUAD WORKERS

Every community chairman and Nixon volunteer is urged to make every effort to recruit additional victory squad workers for the Election Day get-out-the-vote program.

Nothing is of greater importance to our success on November 6th than a massive turn-out of Republican voters to the polls. If we get such a turn-out together with a substantial number of "friendly" Democrat and Decline-to-State votes, victory is assured.

At this late date, it isn't possible to process cards. Instead, you are asked to phone in names every day to Victory Squad Headquarters at MADison 7-6881.

### TALLY SHEETS NEEDED FOR YOUNG SPORTS FANS FOR NIXON

Each community chairman is asked to have his bumper sticker contest tally sheets ready for a final count by Wednesday morning, October 31st. Winners of the contest will attend the Rams-Lions football game in the Coliseum on Sunday, November 4th.

### ENTHUSIASM BUILDING FOR NOVEMBER 3RD TELETHON

Great enthusiasm has greeted the announcement of the scheduled 5-hour Dick Nixon telethon which will be shown in Los Angeles on Saturday night over Station KTTV (Channel 11) from 6:30 p.m. to 8:30 p.m. and from 10:00 p.m. to 1:00 a.m. We know that the viewing and listening audience who will tune in on this program will be the largest such audience in the history of political campaigns. "Talk it up!"

### DISTRIBUTION OF LITERATURE AND BUMPER STRIPS

Every effort should be made in each community to distribute every piece of campaign literature and bumper strip before Election Day. No one has to be reminded of the terrific investment in time and money that we have in this material. And, of course, it has to be out of our offices and into the hands of the voters if we are to realize on such investment.

So -- let's make sure that each headquarters is emptied of every last bit of campaign material as soon as possible.

# NIXON FOR GOVERNOR

## NEWS LETTER

State Headquarters: 3908 Wilshire Blvd., Los Angeles 5, California

February 1962

Dick Nixon's campaign is moving into HIGH GEAR... Candidate had set February 1 as starting date -- to allow for completion of his book, "SIX CRISES," and other outside commitments -- but in January made nine major speeches and many other campaign appearances and meetings with Party workers and friends throughout the State... More than 27 major dates are already scheduled for February, plus a tour of Mother Lode country and big Chinatown parade. Major emphasis throughout will be on direct person-to-person campaigning -- on sidewalks, in factories, in shopping centers, and at civic receptions... Dick wants to meet personally with as many Californians as possible!

NORTHERN AND SOUTHERN CAMPAIGN CHAIRMEN NAMED BY NIXON... Dick Nixon has named San Francisco attorney Andrew Downey Orrick as his Northern California Campaign Chairman and Harold C. "Chad" McClellan as his Southern California Chairman. ORRICK, a Yale and Hastings Law School graduate, was 1952 Chairman for Citizens for Eisenhower, and a Director of Volunteers for Better Government. McCLELLAN, who headed the Nixon for President Committee in Southern California in 1960, was appointed Assistant Secretary of Commerce in 1955. He is outgoing President of the Los Angeles Chamber of Commerce. McClellan gained fame in 1959 when he directed the American National Fair in Moscow, the scene of Premier Khrushchev and Dick Nixon's famous "kitchen debate."

PAT BROWN MACHINE SMASHED IN CENTRAL CALIFORNIA! -- Brown's goon squad and smear tactics were smashed to smithereens last month in Stanislaus County when Republican John G. Veneman was elected to the Assembly from the 30th District... DESPITE A DEMOCRATIC MAJORITY OF MORE THAN 13,000!! Veneman is the first Republican to win the seat in 25 years... another proof that California's Democrats DON'T ACCEPT BROWN... the current Governor made personal appearances for the Democratic candidate but these were weak and ineffectual... one Democratic leader in Stanislaus County remarked: "Brown did us more harm than good"...

NIXON IMPERIAL-SAN DIEGO COUNTIES TOUR TAKES CAMPAIGN TO THE PEOPLE... Democrats and Republicans alike hailed two-day swing as "tremendous... a great success." Candidate Nixon responded notably to the opportunity to visit with hundreds of farmers and packers in the area, as well as to receptions in El Centro, Brawley and San Diego.

Delegates to the California Democratic Council (CDC) met in Fresno recently to select candidates for major State offices... no DEBATE, though... Brown and backers quickly succeeded in re-endorsing the Governor and his yes-men... observers felt the word "Democratic" should be stricken from "California Democratic Council"... unfortunate and unbelievable that Democrats who can't -- and won't -- take Brown were unable to be represented at the meeting... One veteran newspaperman covering the Fresno conclave was heard to say "Brown has this whole outfit in his pocket. Dissenters aren't even allowed to take the floor."

#### STANS NAMED FINANCE CHAIRMAN

Maurice H. Stans, Director of the Budget under the Eisenhower Administration and currently President of Western Bancorporation and Vice Chairman of the United California Bank, has been named Southern California Finance Chairman of Nixon for Governor Campaign.

#### STRAWS IN THE WIND

Candidate Dick Nixon leads all other contenders in the Gubernatorial race, the results of two reliable polls disclosed. A SAN DIEGO COUNTY poll showed that nearly 70% of those questioned favored Dick Nixon, while 30% favored Brown and other candidates. A STATEWIDE TELEPHONE poll, using a larger sampling, showed that, if the election were to be held today, Dick Nixon would get 47.5% of the vote; Brown 28%; undecided 19.5% and others 5%.

Harry Keaton, 36-year old Los Angeles attorney, voted President of the California Young Republican Organization at its convention held at Disneyland... Keaton, who was born in Czechoslovakia but had to flee Hitler's anti-Semitic outrages, headed the Friends of Nixon-Lodge Speakers Bureau in the 1960 campaign... HATS OFF TO KEATON, A GREAT AMERICAN AND A GREAT CALIFORNIAN...

Democrats outnumber Republicans in all but 4 of the State's 58 Counties... 3,834,603 to 2,686,792 statewide -- NOW IS THE TIME TO CLOSE THE GAP. As an individual you can pledge to add one more Republican to the rolls, or, better yet, become a Deputy Registrar and add hundreds... contact your Registrar of Voters or County Clerk for full details on becoming a Deputy.

#### CARPETBAGGER OF THE MONTH

Minnesota's Senator Hubert Humphrey, in addressing the California Democratic Council's recent Fresno convention:

"All you have to do is push the button, place the order, and we'll be out here to help you finish the job started in 1960."

HIXON AND JORGENSEN of Los Angeles, one of the State's largest and most respected advertising agencies, selected to handle Nixon for Governor campaign... Kai Jorgensen, H&J President, not only is a top ad man but a staunch Nixon supporter as well... Jorgensen is a founding member of Los Angeles' Republican Associates... he promises a FULL-MEDIA promotion for both the primary and general contests.

"FRANKIE AND JOHNNIE WERE SWEETHEARTS, THEY SWORE TO BE TRUE TO EACH OTHER, TRUE AS THE STARS ABOVE"... Singing this tune last month at the Fresno CDC meeting were two men not always known for being "true to each other"... Pat Brown and one-time Democratic National Committeeman Paul Ziffren. Avowed enemies (Brown dumped Ziffren in favor of Attorney General Stanley Mosk when Ziffren refused to knuckle in to Brown's demand for complete subservience) the pair were all a-giggle and smiles when Ziffren introduced Brown to the CDCers. What happened to make Paul change his feelings toward Pat... and vice versa? Watch future issues of this NEWSLETTER for further developments in the Brown-Ziffren comic-tragedy.

CAMPAIGN MANAGER BOB HALDEMAN says volunteers for Dick Nixon's campaign are signing up by the thousands... but thousands more are needed for responsible and vital posts... Bob, a long-time member of the Nixon team, wants you to know that whether you can work an hour a week or an hour a day YOU ARE NEEDED TO HELP DICK NIXON WIN! Contact Nixon Headquarters in LOS ANGELES at 3908 Wilshire Blvd., DUNKIRK 5-9161, and in SAN FRANCISCO at 525 Market St. DOUGLAS 2-5576.

# NIXON FOR GOVERNOR

## NEWS LETTER

April 1962

### GOLDEN OPPORTUNITY FOR THE GOLDEN STATE

In the first three and one-half months of 1962, Dick Nixon met, spoke to or shook hands with over 150,000 Californians -- the goal: one million by November Sixth! This is already a record; but so is this entire campaign by the former Vice President . . . . Never before in history have the voters of any state been given an opportunity to elect as their Governor a man as well known or widely respected -- not only throughout the Country -- but all over the world, as Dick Nixon. Californians can take unprecedented pride in having him as our next Governor!

### NIXON "GRASS ROOTS" SUPPORT TOPS IN CALIFORNIA

Latest count of the Californians pledging active support for Dick Nixon's campaign for Governor tops the 40,000 mark, according to tabulations of the "State-wide Committee" . . . This is more than the total enrollment of California's Federated Republican Women, or the enrollments of the State Young Republicans and the Republican Assembly combined . . . At its present rate, this overwhelming ground swell promises to field over 100,000 "grass roots" workers for the Nixon campaign.

### STRAWS IN THE WIND

Dick Nixon leads his nearest contender in the Republican Primary by more than 4 to 1, the California Poll reported April 9. Nixon's strength is about evenly divided in Northern and Southern California, the Poll also showed.

### "SIX CRISES" SALES SKYROCKET

Although not officially on sale until March 29, the Nation's booksellers "jumped the gun" because of the tremendous consumer demand for Dick Nixon's intimate account of his vital role in six history-making events. In less than a week, 60,000 copies of the book were sold and the publishers began a second printing. Autograph sessions at department stores in both North and South broke all records -- with people standing in line for hours . . . Store managers were flabbergasted -- had never seen anything like it.

### BIG CROWDS AND BIG ENTHUSIASM

Mark typical days in Dick Nixon's campaign for the Governorship . . . From early morning to late evening, his person-to-person campaign schedule includes hand-shaking, informal speeches, and visits with thousands of friends and supporters -- 1500 at a Newport Beach morning reception -- 2000 at an Anaheim luncheon -- 1500 at a Fullerton afternoon gathering . . . in one "Day in Orange County."

## SOUTHERN CALIFORNIA LEADERSHIP SEMINAR DRAWS NORTHLANDER'S PRAISE

Robert A. Hornby, longtime California civic and political leader, heaped praise upon the Southern California campaign structure headed by "Chad" McClellan, following a March 31 leadership seminar in Los Angeles for all Southern California County Chairmen and Finance Chairmen . . . Hornby, a Northern California "observer" at the meeting, took the rostrum to remind those in attendance that, while he is not one easily impressed by political performances, he was compelled to state that "THE COMPLETENESS AND ASSIGNMENTS OF YOUR ORGANIZATION ARE EXCEEDED ONLY BY THE DETERMINATION AND FERVOR OF THOSE MANNING THE ORGANIZATION." On such a foundation of mutual respect, the close campaign teamwork and coordination needed for victory in all parts of the State is assured!

### LARGEST AND SMALLEST HEADQUARTERS OPENINGS

More than 1000 supporters, plus representatives of 7 TV and 5 radio stations, crowded into the State Headquarters in Los Angeles on March 5 to see and hear the Candidate . . . A few days later a group of Nixon supporters, braving below-freezing weather and snow-clogged roads, opened the Nixon for Governor Headquarters in tiny, remote Alpine County.

## NIXON SOUTHERN CALIFORNIA TEAM EXPANDS

Southern California Campaign Chairman "CHAD" McClellan has named four Vice-Chairmen to assist him -- they are: STEVE BROIDY, President of Allied Artists Pictures; MRS. VALLEY KNUDSEN, prominent civic leader; ROBERT L. MINCKLER, retired President of the General Petroleum Corporation; and CRISPUS A. WRIGHT, prominent Los Angeles attorney. "Dick Nixon's campaign will be strengthened by the assistance of these outstanding community leaders," McClellan said. "Their desire to work for the cause of good government is further assurance to the people of the State that, AS OUR NEXT GOVERNOR, DICK NIXON WILL RETURN DECISIVE AND CONSTRUCTIVE LEADERSHIP TO CALIFORNIA."

## CALIFORNIA'S FARMERS CAN'T TAKE BROWN EITHER

That's why some of the State's most noted growers and ranchers have formed a FARMERS FOR NIXON COMMITTEE. Yuba City peach grower J. L. Sullivan, one of the group's co-chairmen, said: "We're tired of the consistently anti-farmer attitude of the Brown administration . . . Dick Nixon can restore the kind of solid leadership to Sacramento that we need." Membership of the organization extends across both party lines and represents all of California's vast farming interests, from the beef ranges of Modoc County to the citrus groves of San Diego and Imperial Counties . . . Headquarters of the group is at 1027 Eye Street, Modesto, Phone: 523-1958.

## DEMOCRATIC CHAIRMAN ORDERS BOYCOTT OF ANTI-COMMUNIST QUESTIONNAIRE

California Democrats and Republicans alike have been shocked by the brazen instruction of Eugene L. Wyman, Southern California Democratic Party Chairman and dutiful errand boy of Governor Brown, for Democratic candidates to ignore the questionnaire submitted by the Anti-Communist Voters League. By this action, candidates of his Party are encouraged to deny to the voters essential information concerning their attitudes on questions involving the loyalty oath, Congressional investigating committees, the admission of Red China to the United Nations, and other issues pertinent to the determination of a responsible understanding of the Communist conspiracy. Every candidate should follow Dick Nixon's example by responding unequivocally to this questionnaire. To do otherwise is to commit a treacherous deception and disservice to the people of California. Gov. Brown and Mr. Wyman are not contributing to the elevation of either their own Party or the cause of good government by this kind of unconscionable pussy-footing.

## NIXON FOR GOVERNOR NORTHERN CALIFORNIA ORGANIZATION BOOMS

Northern California Campaign Chairman ANDREW DOWNEY ORRICK has announced additional campaign appointments . . . San Francisco attorney JAMES W. HALLEY is Chairman of the Campaign Division . . . ROBERT H. STEELE of Wells Fargo Bank, has been named Chairman of the Contact Division . . . RICHARD NAIR, an investment banker, is Chairman of the Win Division . . . ART DOLAN of Blythe and Co., and PAUL DAVIES of the Food Machinery Corp., of San Jose, have been named Finance Co-Chairmen . . . Chairman Orrick says Dick Nixon's campaign is going "GREAT GUNS" in Northern California . . . "DICK'S RECEPTION PLACE AFTER PLACE IN THE NORTH HAS BEEN SHORT OF FANTASTIC -- WE'VE ALREADY APPOINTED 175 COMMUNITY CHAIRMEN AND HAVE OPENED 24 FULL-TIME HEADQUARTERS," is Orrick's optimistic report.

### "A ROSE BY ANY OTHER NAME"

Democratic pundits and henchmen of California's rubber-kneed Governor, Pat Brown are worried by Dick Nixon's campaign . . . He's still talking and acting like the incredibly successful campaigner of the past 16 years -- and, SINCE THEY ONLY HOLLER WHEN THEY HURT, it's fair to guess that he called the shots too close for comfort when he dubbed the steady flow of administration flunkies, past and potential, as "carpetbaggers."

People with memories longer than the end of their noses recall that Franklin Roosevelt played the same partisan political game under the cloak of "inspection trips" . . . But supporters of Dick Nixon aren't going to let the New Frontiersman of the Potomac River have it so easy in 1962. If Pat Brown insists upon being "propped up" by an endless cavalcade of out of state Democrats, BOTH HE AND THEY ARE GOING TO HAVE TO ANSWER DIRECTLY to the people of California for what they are: imported "instant" starch to bolster the limp leadership of California's present Governor.

Contrary to some reports, Dick Nixon has been consistently cautioning Californians against the "carpetbagger" invasion ever since Minnesota Senator Hubert Humphrey assured the California Democratic Council that "All you have to do is push the button, place the order, and we will be out here to help you finish the job started in 1960." On the other hand, Dick Nixon has very clearly and properly welcomed representatives of the Administration to California when their presence is not motivated by partisan political requirements. "We want them to enjoy our climate and scenery," he said, "but we don't welcome those members of the Kennedy clan in the National Administration who will have to help rescue Pat Brown in his bid for re-election."

### CARPETBAGGER OF THE MONTH

Attorney General Bobby Kennedy, the President's brother, addressing inmates of the Federal Correctional Facility at Terminal Island:

"I wish you all the best of luck. When you come out to the wide, wide world, sign for the Democratic Party."

## CDC -- STILL A'FIGHTING AND A'FUSSING -- AND STILL DICTATORIAL

The California Democratic Council -- still shattered, despite PUBLIC reapproachment between Governor Brown and one-time National Committeeman Paul Ziffren -- split its splinters this month when Mayor John Stevenson of Fremont angrily bolted a CDC meeting in San Jose in protest against a rigged CDC endorsement for Congress in the Ninth District . . . Stevenson said the CDC convention was "NO LONGER REPRESENTATIVE" -- that he would run for the Congressional nomination without its endorsement . . .

## DICK NIXON TAKES STRONG STAND ON CALIFORNIA'S JUNIOR COLLEGE SYSTEM

A new chapter should be written into the Education Code to provide greater autonomy for the State's 62 junior colleges . . . At present our junior colleges are neither "fish nor fowl," Candidate Nixon recently told a California Junior College Faculty Association convention at Glendale College. Dick Nixon said the junior colleges "are trapped between the administrative controls of local school districts . . . They are treated like 13th or 14th grades of public schools." Nixon called for leadership by the Governor and State Board of Education; and the necessary legislation and follow-through by the Department of Public Instruction and the local boards and districts . . .

## NIXON UPHOLDS UN-AMERICAN ACTIVITIES COMMITTEE

Further reminding his opponents of his capacity for vigorous anti-Communist infighting, Dick Nixon lashed out strongly at current moves to abolish the House Committee on Un-American Activities . . . A former member of this important vanguard of the Nation's security, and co-author of the Mundt-Nixon bill, the major features of which were subsequently incorporated in the "McCarran Act," Nixon noted there are "right and wrong ways" to fight Communism at home, and said the abolition of this Committee is a wrong way. "THE RIGHT WAYS ARE THROUGH INVESTIGATIONS BY THE FBI AND VIGOROUS PROSECUTION OF COMMUNIST PARTY MEMBERS UNDER THE SUBVERSIVE CONTROL ACT."

## IMPORTANT NIXON FOR GOVERNOR STAFF APPOINTMENTS ANNOUNCED

Campaign Manager BOB HALDEMAN has announced the appointment of the following executive staff members for the State-wide Nixon for Governor Campaign . . . HERBERT W. KALMBACH, Attorney and former Executive Director of Republican Associates of Los Angeles County, as Executive Director of the Campaign . . . WILLIAM SPENCER, a former San Francisco securities analyst is Northern California Campaign Director . . . CARTER BARBER, formerly associated with the Los Angeles MIRROR, is the Campaign Research Director . . . CHARLES FARRINGTON, JR., formerly Administrative Assistant to Senator Barry Goldwater, is Director of Public Relations . . . CAROL ARTH, former Executive Secretary to the Presidential Commission on Civil Rights, is Special Projects Director . . . YVONNE SMITH, former Imperial County Republican Central Committee Chairman, is Director of Liaison with Republican organizations . . . JOHN KALMBACH, who was Director of Personnel for Allstate Insurance Company, is Field Director . . . SAMMY SAMMELMAN, 16 year professional political public relations veteran, is Administrative Director -- in charge of State Headquarters operation and distribution of all campaign literature and materials.

## BROWN REFUSES TO REPUDIATE LEFTIST YOUNG DEMOCRATS

Responsible members of both political parties in California have registered both shock and dismay at Governor Brown's adamant refusal to repudiate . . . or even discuss . . . the far-left and Communist-appeasing positions taken a few weeks ago by the California Young Democratic Organization at its yearly Fresno meeting . . . The YD's went on record as being IN FAVOR OF U.S. RECOGNITION OF RED CHINA, and as approving the ABOLITION OF THE HOUSE UN-AMERICAN ACTIVITIES COMMITTEE. THE YD'S ALSO ASKED FOR U.S. RECOGNITION OF COMMUNIST CUBA, and the ABOLITION OF LOYALTY OATHS!

Why does Governor Brown refuse to take a stand on the views of these Young Democrats who are his friends and supporters? Does he or does he not agree with them? Is his silence based on political expediency or does he hold to these same principles? Why does he refuse to answer?

INTER-OFFICE MEMORANDUM

Nixon for Governor

To: Rose

Date: 10/20

From: Barry

Subject: Billings

Distribution: M. and J., Maria Jones, M. Malachuk, W. Scellian, Mail Office,  
M. Quinn, Ed Klein, Dorothy Wright. ✓

Attached newsletter sent out 10/25 to L. A. County Community  
Chairmen and Headquarters -- 227.

# NIXON FOR GOVERNOR

## NEWS LETTER

### LOS ANGELES TELETHON SCHEDULED FOR NOVEMBER 3RD

The last in a series of seven regional telethons has been scheduled for Saturday night, November 3rd. On that date, Dick Nixon will climax his campaign with a 5-hour appearance before local television cameras. Because of the tremendous demand on all previous telethons to give Dick more time to answer questions, an additional two hours has been obtained at the peak viewing time.

The telecast will be shown on Channel 11-KTTV from 6:30 P.M. to 8:30 P.M. and from 10:00 P.M. to 1:00 A.M. In addition to being shown locally in Los Angeles on television, present plans are to simulcast statewide over the CBS radio network.

This very important program should be talked up by everyone in the campaign. We are certain that the show will have one of the largest viewing audiences in local TV history. Our efforts should be aimed at insuring such a result. More on this next week.

### VICTORY SQUAD AGAIN --- LET'S GO!

We are much encouraged by the victory squad response of many of our community chairmen and headquarters --- and because of this response our inventory of victory squad cards have been building at a good rate. However, some of our chairmen and headquarters have not performed at the level requested. Let's all go over the top on this most important program.

Remember, each headquarters should have several telephoners busily engaged in calling prospective volunteers. As volunteers are recruited, they should be signed up over the telephone directly onto victory squad cards which have been provided. As was said in the last Newsletter, if we don't turn out the vote on the 6th all of our activity over these many months won't mean a thing.

Your field representative will be calling you often with the repeated request for additional names. Please make certain that you do your part to insure a successful victory squad effort.

### BUMPER STICKERS

Let's all make certain that bumper sticker teams are organized and are out in force this weekend at all shopping centers and other major parking areas in your community. Our bumper sticker program must be pushed on all fronts --- right up to the day of the election. Let's get 'em on!

