

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>
60	3	10/22/1962	Letter	Unaddressed letter titled, "From One Credit Manager to Another" from Ken Forshee. 1 page, 2 copies.
60	3	11/02/1962	Letter	Unaddressed letter from Andrew Downey Orrick, Northern California chairman of "Nixon for Governor" re: invite to election night victory celebration. 1 page, 2 copies.
60	3	n.d.	Memo	To: All Area, County, Community Chairmen from Andrew Downey Orrick re: Proposed Newspaper Ad Copy. 1 page, 2 copies.
60	3	07/05/1962	Memo	To: County Chairmen from Northern California Campaign Chairman re: minority committees. 1 page, 2 copies.
60	3	n.d.	Other Document	Document titled, "Campaign Division (continued)" re: Coffee Hours. Note states, "for insertion by area, county, and community chairmen in their manuals." 2 pages, 2 copies.
60	3	06/06/1962	Letter	To "Fellow Nixon Worker" from Andrew Downey Orrick, thanking them for dedication to the campaign. 1 page, 2 copies.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
60	3	05/29/1962	Memo	To: All Area, County, and Community Chairmen from Andrew Downey Orrick, Northern California chairman of the Nixon for Governor Committee. 1 page, 2 copies.
60	3	05/29/1962	Letter	To "Fellow Physician" from Henry Gibbons, M.D., Chairman of Northern California Physicians for Nixon. 1 page, 2 copies.
60	3	03/22/1962	Memo	To: All Northern California County Chairmen and Co-Chairmen from Andrew Downey Orrick re: regional conferences. 1 page, 2 copies.
60	3	04/10/1962	Memo	To: Haldeman, Kalmbach, Farrington, et al. from William M. Spencer re: Northern California Regional Conferences. 3 pages, 2 copies.
60	3	04/10/1962	Memo	To: All Northern California Chairmen from Andrew Downey Orrick re: the attached proposed agenda for the regional conference. 1 page, 2 copies.
60	3	04/14/1960	Other Document	Schedule for San Francisco Regional Conference, to be held on April 14th. 1 page, 2 copies.
60	3	n.d.	Report	"How to Write Letters to the Editors" by T.S. Chu. 4 pages, 2 copies.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
60	3	04/19/1962	Memo	Between unknown parties re: summaries of some of Mr. Nixon's recent speeches. 5 pages.
60	3	n.d.	Memo	To: Special Deputies to the Campaign from Andrew Downey Orrick, expressing appreciation. 1 page. 2 copies.
60	3	04/19/1962	Memo	Between unknown parties re: summaries of some of Mr. Nixon's recent speeches. 5 pages.

October 22, 1962

FROM ONE CREDIT MANAGER TO ANOTHER

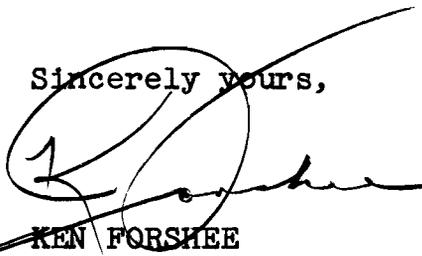
For the first time in my life I deem it necessary to stand up and be counted and to speak out on a subject which is vital to all of us. Recently, former President Dwight D. Eisenhower said that now is the time for businessmen of all levels to get into politics. Organized labor and other groups have been most active, but not businessmen.

I hope you will read the enclosed pamphlet without bias regardless of your party affiliation. For many years I was a registered Democrat, but during the Truman administration I started to vote for the man and not the party. Now, for the first time, I am doing volunteer political work. I hope you will consider doing likewise in the interest of better and more economical government.

Arch Monson, Jr., while acting as Master of Ceremonies at the recent dinner at which General Eisenhower spoke in behalf of the candidacy of Richard Nixon, said: "Let us no longer hear the comment 'I don't like Nixon but I don't quite know why'. Instead, let us hear the statement 'I don't like Brown and I do know why'".

The impending state elections are far more serious than many of us realize. I strongly urge you to do your part by persuading your friends and associates to study the facts carefully and then go to the polls in November and cast their votes for Richard Nixon for Governor of California.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Ken Forshee", is written over a large, loopy flourish that extends across the signature and underlines the name below.

KEN FORSHEE



NIXON FOR GOVERNOR

*Northern California Office
Suite 619-620, 525 Market St., San Francisco 5; DO 2-5576*

ANDREW DOWNEY ORRICK
Northern California Chairman

MRS. F. J. HELLMAN
Northern California Vice Chairman

Vice Chairmen

JAMES W. HALLEY
MRS. RUTH N. WATSON
MRS. ALICE K. LEOPOLD

WILLIAM M. SPENCER, JR.
Campaign Manager

November 2, 1962

You are cordially invited to join us
at the Northern California Nixon Headquarters
for a Victory celebration on election night.

Tuesday, November 6

8:00 P.M.

525 Market Street, San Francisco

We hope you will join us in a toast to
our next Governor Dick Nixon.

Andrew Downey Orrick
Andrew Downey Orrick

NIXON FOR GOVERNOR COMMITTEE
Northern California Office
525 Market Street - Room 619
San Francisco 5, California

MEMO TO: All Area, County, Community Chairmen
FROM: Andrew Downey Orrick
SUBJECT: PROPOSED NEWSPAPER AD COPY

With the end of the primary campaign at hand, we are sure that you are planning to run some paid political ads in your local newspapers. Undoubtedly, the most effective dates would be from the editions of Thursday, May 31st on.

Enclosed are some sample ad suggestions that you might find helpful. They are suitable to any size you and your committee think desirable, although we strongly recommend that any ad be at least a quarter page. You will want to include as many names of Nixon supporters in your area as you can, and since this ad must be purchased from local funds you will probably want to collect at least \$1.00 contribution from each signer to help defray the costs.

The enclosed samples vary slightly in emphasis and you may want to combine or delete some of the copy. Just be sure that the end result conforms to logic and good taste. May we please request that you not extend the copy content beyond these formats.

These local ads are vital to building a maximum turnout of Nixon voters on June 5th, and we know that you appreciate that fact. It's this final bit of "investment" that will pay dividends on the time and energy that you have so loyally given in the campaign.

May we ask you to undertake one more extremely important project. Please urge your papers, your radio and TV stations, your major advertisers in the area, to conduct their own general "Remember to Vote" drives. We must do whatever necessary to insure a large vote.

If we can be of further help, please call us. After ads appear we would greatly appreciate a tear sheet from the paper for our files.

WIN WITH NIXON!

PS: Remember the telethon on May 29th. Invite your friends to a "Nixon Night" in your home.

NIXON FOR GOVERNOR COMMITTEE
Northern California Office

M E M O R A N D U M

July 5, 1962

TO: County Chairmen

FROM: Northern California Campaign Chairman

Instrumental to expanding the Dick Nixon campaign to all Californians is the organization of nationality and minority committees on a county by county basis. Likewise, we are most anxious to give every possible group representation on a Northern California or statewide level.

Some counties have already organized their own nationality and minority committees and in addition have forwarded to us the names of individuals who would and should serve also on a Northern California basis. However, we are anxious for all applicable counties to move forward in this regard.

According to the 1960 census, your county's major population groupings are the following (recognizing that in the case of nationalities only persons born outside the U. S., or with one or both parents born outside the U.S., are included):

Nationality or Minority Group

Population

Nicholas A. Loumos, an outstanding Republican leader, has been appointed Nationalities Chairman. Please forward to him at this address the name, address and phone number of persons that you would like to have join the Northern California committee.


Andrew Downey Orrick

(For insertion by Area, County
and Community Chairmen in their
manuals)

CAMPAIGN DIVISION (Continued)

COFFEE HOURS

The Coffee Hour has become a political institution in America. If organized on a broad basis, Coffee Hours can be the spark which ignites a community campaign into action.

A Coffee Hour can be at the same time 1) a source of volunteer workers, 2) a fountainhead of campaign enthusiasm and 3) a distribution point for campaign literature and bumper strips.

Mrs. F. J. Hellman has been appointed Northern California Coffee Hour Chairman (as well as Jewelry Sales Chairman). Mrs. Hellman will coordinate the program, and will provide assistance to the counties as they develop their Coffee Hours.

Nixon County Chairmen - if they have not already done so - should appoint a county-wide Coffee Hour Chairman. She in turn should insure that every Community Chairman likewise appoints a Coffee Hour Chairman. Then, Coffee Hours should be organized on the following basis:

1. Recruitment: The Community Coffee Hour Chairman recruits women who, as one of their contributions to the campaign, invite groups of their friends and neighbors to their homes for a Nixon Coffee Hour.
2. Speakers: The Community Chairmen has meanwhile contacted her County Coffee Hour Chairman and asked her for a speaker for each of the meetings planned within her community. The County Chairman in turn coordinates with the County Speakers Chairman to insure that an articulate enthusiastic speaker is on hand for every Coffee Hour.
3. The Actual Coffee Hour:
 - a) Campaign literature and bumper strips are distributed.
 - b) Workers for manning the community headquarters, for telephoning, for addressing envelopes and for other activities are recruited.
 - c) The Coffee Hour speaker gives information about the candidate, answers questions and instills in each and every person in attendance a desire to go out and campaign for Dick Nixon.

The possibilities of a well organized Coffee Hour program are endless:

1. A Coffee Hour is an excellent place to distribute Nixon jewelry in return for campaign contributions. Receipts in excess of the cost of the jewelry are kept in the county or community.
2. A Coffee Hour need not serve coffee and should not be restricted to women. Evening gatherings for husbands and wives are equally as effective.
3. Out of a Coffee Hour can come a campaign nucleus, a group of people willing to work together in other campaign projects (bumper strip brigades, door-to-door canvassers, the establishment and manning of a telephone bank).
4. Nor should the Coffee Hour be overlooked as a way to raise funds for the general community campaign.

ACTION: These steps are called for:

1. Nixon County Chairmen should appoint Coffee Hour Chairmen.
2. The name, address and telephone number of this person should be reported to Mrs. Hellman at Northern California headquarters.
3. A Plan of Action for each county should then be drafted.
4. Community Coffee Hour Chairmen should be appointed.
5. Liaison with the County Speakers Chairman should be established.
6. Steps are taken to procure Nixon jewelry.
7. Coffee Hour hosts and hostesses are recruited.
8. The Program Is Launched.
9. Thank-you letters are prepared.



NIXON FOR GOVERNOR

Northern California Office
Suite 619-620, 525 Market St., San Francisco 5; DO 2-5576

ANDREW DOWNEY ORRICK
Northern California Chairman

June 6, 1962

Dear Fellow Nixon Worker:

Even though returns are still incomplete, two things are quite apparent:

1. Thanks to the dedication and the work of tens of thousands of his friends and supporters throughout California, Dick Nixon has recorded a resounding Primary victory. His opponent has waged an extensive campaign. Despite this, the Nixon plurality is substantial, amounting to some 300,000 votes with only two-thirds of the vote in, and the Republican Party has spoken - it wants Nixon leadership, and it wants it badly.

2. Only a united effort by all Republicans, working in concert with hundreds of thousands of Democrats, will elevate this leadership to the Statehouse in Sacramento. The relatively small Democratic turnout, combined with the anti-Brown protest vote, is proof enough that hundreds of thousands of Democrats are ready to desert their registration and vote for Dick Nixon. But fundamental to a Nixon victory in November is an organized cooperative sustained drive by all Republicans.

May I extend my thanks and appreciation to you for your contribution of time and effort during the Primary. This contribution has often been made at some personal sacrifice, but always in a willing and helpful fashion.

Now our main task lies ahead. California - soon to become the largest state in the nation - needs Nixon. Republicans, Democrats and Independents alike recognize this - you recognize this - I recognize this. But only dedicated, hard work by all of us will restore good government to Sacramento.

Again I extend to you thanks for a job well done. Now I look forward very much to rejoining you on the campaign trail this summer and fall.

Keep campaigning, and WIN WITH NIXON.

Andrew Downey Orrick
Chairman, Northern California

NIXON FOR GOVERNOR COMMITTEE
Northern California Office
525 Market Street
San Francisco 5, California

May 29, 1962

TO: All Area, County and Community Chairmen

Dear Chairmen:

By now a large part of the telephoning has been completed and most of the campaign literature has been distributed. In cooperation with your Central Committee, you have been working towards 100% precinct coverage on election day. Yet there are still other things that we can do to insure a massive Nixon Republican vote on June 5th:

1. We suggest you contact your local mayor, city manager or city councilman and ask him to declare June 5th as "Everybody Votes" day. Be sure that newspaper and radio coverage is obtained for his declaration.
2. Issue a press release in your name calling on everyone to turn on their headlights on June 5th. Let burning headlights serve as reminders to everyone that the lamp of liberty can be extinguished if the franchise is not exercised.

In this last week before the election I urge you all to double your efforts. The candidate has done all he can. It is our task to get the Dick Nixon vote to the polls on June 5th. The stakes are high but fortunately the Nixon campaign - right down into the communities - is doing its job well.

Good Luck & Keep Campaigning.

Yours for a Nixon landslide
on June 5th,



Andrew Downey Orrick
Northern California Chairman

NORTHERN CALIFORNIA PHYSICIANS FOR NIXON
Nixon for Governor Committee
525 Market Street, Room 619
San Francisco 5, California

May 29, 1962

Dear Fellow Physician:

I and some of my associates, whose names appear on this letter, have concluded that Richard Nixon, Republican candidate for Governor, is the only answer to the problems which face this great state.

To assist Mr. Nixon and his campaign we have decided to form what is to be called the "1,000 Northern California Doctors for Nixon Committee". We ask you to join us in this endeavor by signing the statement on the enclosed envelope and returning it to us today.

In our opinion, Richard Nixon is a highly qualified and energetic individual superbly capable of guiding California through the difficult years ahead. The ineptitude and the drift towards the left which have characterized the current Sacramento administration must be replaced.

We not only endorse Mr. Nixon for his leadership qualities, but we subscribe to his position regarding the proper relationship between government health projects and the medical profession. Mr. Nixon has constantly opposed any compulsory health insurance program throughout his career.

We urge you to fill in and return the enclosed envelope. Possibly, you have or will be asked to serve on separate county Nixon committees, or to contribute to county campaigns. Please do so, adding the prestige of your name and your support to whatever program may be organized to support the candidacy of Mr. Nixon.

We have been asked, "Who's paying for this mailing?" The answer is, "We are, through voluntary contributions made in response to this letter." The option of contributing \$1, \$10 or \$100 is open to anyone - if you want to assume the distinction of good citizenship, it will be appreciated.

May we hear from you this week?

Sincerely, yours,



Henry Gibbons, M. D.
Chairman

Grant Bare, M. D., Modesto
Walter Birnbaum, M.D., San Francisco
Donald M. Campbell, M.D., San Francisco
Myron B. Close, M.D., Santa Rosa
Tom Elmendorff, M.D., Willows
Rodney Hartman, M.D., Mill Valley
Allen T. Hinman, M.D., San Francisco
Charles W. Leach, M.D., San Francisco
Harvey R. Lusignan, M.D., Monterey
Herbert C. Moffitt, Jr., M.D., San Francisco
Norman Panting, M.D., Santa Rosa
Oscar C. Railsback, M.D., Woodland
Norman E. Ringer, M.D., Modesto
Karl L. Schaupp, Jr., M.D., San Francisco
Max A. Waters, M.D., Woodland

William T. Bender, M.D., San Francisco
Warren Bostick, M.D., San Rafael
John W. Cline, M.D., San Francisco
Fred Davis, Jr., M.D., Susanville
August F. Giberson, M.D., Watsonville
George K. Herzog, Jr., M. D., San Francisco
Matthew N. Hosmer, M.D., San Francisco
Edward Liston, M.D., Palo Alto
Carol McKenney, M.D., Pebble Beach
Dwight H. Murray, M.D., Napa
Dohrmann K. Pischell, M.D., San Francisco
Hartzell Ray, M.D., San Mateo
Emmett L. Rixford, M.D., San Francisco
Ralph C. Teall, M.D., Sacramento

NIXON FOR GOVERNOR COMMITTEE
Northern California Office
Room 619 - 525 Market Street
San Francisco 5, California

March 22, 1962

TO ALL NORTHERN CALIFORNIA COUNTY CHAIRMEN AND CO-CHAIRMEN:

I am pleased to announce that three regional campaign conferences have been scheduled for Thursday, Friday and Saturday, April 12th, 13th and 14th. The purpose of the conferences is to acquaint key Nixon county leaders with campaign projects and progress, and to discuss with you your own county programs.

We are asking that you, your finance chairman, your WIN chairman and one other key member of your campaign attend the conference. Participating in addition to myself will be two or three members of the Northern California operation plus two members of the staff from the Los Angeles Campaign Headquarters.

Conferences lasting 3 to 4 hours have been scheduled as follows:

Thursday, April 12, late afternoon and early evening - Fresno:

Tulare	Merced	Kings	Mariposa	Fresno
Tuolumne	Madera	Calaveras	Mono	Stanislaus

Friday, April 13, over noon hour - Redding:

Del Norte	Shasta	Glenn	Siskiyou	Tehama
Modoc	Lassen	Humboldt	Plumas	Trinity Butte

Saturday, April 14, over noon hour - San Francisco:

Marin	Alameda	Nevada	San Francisco	Contra Costa
Placer	San Mateo	Napa	El Dorado	Santa Clara Bonoma
Amador	Sacramento	Alpine	Mendocino	San Joaquin Yuba
Colusa	Sutter	Santa Cruz	Monterey	San Benito Sierra
Solano	Yolo	Lake		

The exact time and the place for each conference will be announced later. It is essential that you and your campaign associates attend. We have much to do and much to talk about - and time is getting short.

I have noted with interest reports coming in from some counties, but I am anxious to hear from all of you regarding the progress you are making. I am looking forward to meeting you all on either the 12th, 13th or 14th.

Sincerely,

Andrew Downey Orrick
Andrew Downey Orrick

ADO/hg

NIXON FOR GOVERNOR COMMITTEE
525 Market Street - Room 619
San Francisco 5, Calif.

April 10, 1962

MEMO TO: Bob Haldeman; Herb Kalmbach; Charles Farrington;
Kai Jorgenson; Jack Harriman; John Kalmbach; Dan Waters;
John Davies; Downey Orrick; Jim Halley; Bob Steele;
Mrs. Ruth Watson; Mrs. Alice Leopold; Art Dolan; Gus Kanis;
Mrs. Rosalie Hellman.

FROM: William M. Spencer

SUBJECT: Northern California Regional Conferences

Arrangements for Northern California Regional Conferences have been made as follows:

.. Transportation:

Air transportation in a borrowed DC-3 is scheduled as follows:

Thursday, April 12:

1:30 pm leave from Old Terminal Building, San Francisco Airport

2:30 pm arrive Fresno airport; ground transportation provided.

Friday, April 13:

7:30 am leave Fresno

9:30 am arrive Redding; ground transportation provided.

4:00 pm leave Redding

5:00 pm arrive Sacramento

5:10 pm leave Sacramento

5:45 pm arrive San Francisco

Traveling to Fresno will be Orrick, Halley, Watson, Kanis, Spencer and Leopold. Joining up for the flight to Redding will be Farrington and Herb Kalmbach. On the way back to San Francisco Orrick, Halley, Watson and possibly others will be dropped off in Sacramento for a headquarters opening. Those stopping in Sacramento will be driven to San Francisco Friday evening by members of the Sacramento committee.

B. Rooms:

Fresno accommodations have been made by the Fresno Committee. Single reservations in San Francisco at the St. Francis have been made for Friday and Saturday evenings for Haldeman, Herb and John Kalmbach, Farrington, Waters, Harriman and Jorgenson.

C. Conferences:

The Fresno Conference, for the below listed counties, will be held at Harvan's Restaurant, Figarden, Shaw and Palm Avenues, and will last from 4:00 pm to 7:00 pm. Dinner will be served following the conference. Attendance will be about 40.

Counties:	Calaveras	Merced
	Fresno	Mono
	Kings	Stanislaus
	Madera	Tulare
	Mariposa	Tuolumne

The Redding Conference, will be held at the Grande Cafe, and will last from 11:00 am to 3:00 pm, including lunch. Attendance will be about 30.

Counties:	Butte	Plumas
	Del Norte	Shasta
	Glenn	Siskiyou
	Humboldt	Tehama
	Lassen	Trinity
	Modoc	

The San Francisco Conference, will be held in the Vista Room, 8th Floor, Whitcomb Hotel, and will last from 10:00 am to 2:00 pm, including lunch. Attendance should exceed 100.

Counties:	Alameda	Lake	Placer	San Joaquin
	Alpine	Marin	Sacramento	Sierra
	Amador	Mendocino	San Benito	Solano
	Colusa	Monterey	San Francisco	Sonoma
	Contra Costa	Napa	San Mateo	Sutter
	El Dorado	Nevada	Santa Cruz	Yolo
			Santa Clara	Yuba

D. Saturday Breakfasts:

A breakfast meeting of certain Northern California Finance Chairmen, Dolan, Herb Kalmbach and Orrick will be held in the Blue and Gold Room, 1st Floor, Whitcomb Hotel, at 8:30 am on Saturday.

A breakfast meeting of Northern California fieldmen, Halley, Watson, Harriman, Haldeman and John Kalmbach will be held in the Marshall Room, 2nd Floor, Whitcomb Hotel. This meeting will cover the advancing of candidate tours by fieldmen.

A breakfast meeting of certain Contact Division personnel, including Waters, Steele, Nair and Buell will be held in the main dining room of the Whitcomb Hotel at 8:30 am.

All breakfasts, as well as all other meals, are on a no host basis.

E. Conference Schedules:

Schedules for the three conferences are attached.

WMS/jmb

NIXON FOR GOVERNOR COMMITTEE
525 Market Street - Room 619
San Francisco 5, California

April 10, 1962

TO: All Northern California Chairmen

FROM: Andrew Downey Orrick

I attach the proposed agenda for the regional conference to be held in your area. You will note that we expect to cover all aspects of the campaign in the meeting.

It is imperative that you and a minimum of three of your committee members, including your finance chairman, join us for the conference. This is our one campaign-wide meeting prior to the primary, the one chance that we will have to discuss with all of you the overall planning of the campaign.

Traveling with me from San Francisco will be Jim Halley and Mrs. Ruth Watson of the Campaign Division, Gus Kanis of the Contact Division, Mrs. Alice Leopold, who is working with Labor and Minorities, and Bill Spencer, Northern California Campaign Director. Herb Kalmbach, statewide Executive Director, and Charlie Farrington, in charge of all public relations, are coming from Los Angeles for the meeting.

If you have not already done so, please forward by air mail today or by phone the names of those from your county who will be in attendance.

I am looking forward to seeing you later this week.

jmb

REGIONAL CONFERENCE - SAN FRANCISCO

Whitcomb Hotel, 1231 Market Street

APRIL 14, 10:00 am - 2:00 pm

9:30 - 10:00	Registration	
10:00 - 10:05	Pledge of Allegiance Invocation	Alan Nichols James Halley
10:05 - 10:40	Opening Remarks, Nixon Tape and Introductions	Downey Orrick Philip Boone
10:40 - 10:50	Campaign Organization --Northern Cal. org. chart, typical county org. chart, emphasis on horizontal versus a vertical structure, introduction of Northern Cal staff and their functions.	William Spencer
10:50 - 11:00	Finance	Arthur Dolan
11:00 - 11:30	Campaign Division --Community Chairmen, community headquarters, voter canvass, recruitment of volunteers, use of volunteers, operation tele- phone, Nixonettes, registration, comment on progress to date.	James Halley, Mrs. Ruth Watson, John Harriman, Martha Brigham
11:30 - 11:50	Contact Division --Basic concept of Contact program, occupational mailouts, WIN pyramid, endorsements, speakers bureau.	Robert Steele, Dick Nair, Ross Buell, Daniel Waters
11:50 - 12:00	Labor and Minorities	Mrs. Alice Leopold
12:00 - 12:10	Coffee hours and Jewelry	Mrs. F. J. Hellman
12:10 - 12:45	LUNCH	
12:45 - 12:50	Special Projects --Key Program and Nixon Ballons	Downey Orrick
12:50 - 1:15	Statewide Campaign --General comments, the candidate and staff, research, supplies, party liaison, statewide Nixon for Governor Committee	Robert Haldeman Herbert Kalmbach
1:15 - 1:40	Campaign Public Relations	Charles Farrington Kai Jorgenson
1:40	Questions and Answers Closing Remarks	Downey Orrick
	* * * * *	
2:10 - 2:30	Special Q and A Session, Contact Division only	Robert Steele, et al

HOW TO WRITE LETTERS TO THE EDITORS

By
T. S. CHU

Before you start, study the newspaper for a few days, particularly the letters-to-the-editor section. YOU MUST TAILOR YOUR LETTER TO FIT THE PAPER'S REQUIREMENTS, NOT VICE VERSA.

Pay attention to the following:

- a. The average length of the letters published in the paper: Some papers will publish only 25 words, others up to 500. But no letters need to be over 250 words. Editors are busy people. When they feel the need of cutting your letter, they might cut off the part you want most to be printed.
- b. The tone and pitch of the letters published: Some papers prefer witty and sophisticated repartee; others like folksy and innocuous homilies. But by all means try to make your letters original, unique and interesting, so that they can produce a lasting impression on the reader's mind. TIME MAGAZINE recently defined their requirements as follows: "we show a preference for the letters that have something more to add, by the way of argument, or have a vivid way of making their point."

There are three general types of letters-to-the-editor: 1. LETTERS OF APPRECIATION. 2. LETTERS OF REBUTTAL. 3. LETTERS OF ATTACK.

1. APPRECIATION

When the editor publishes something that pleases you, you write him a letter of appreciation. This is very necessary, because when the editor receives a number of letters like yours, he'll try to repeat the performance. Flattery works wonders on the editor's ego.

The standard opening of this type of letter: "Thank you for your excellent coverage:..." or "May I express my appreciation for your"

Variation: Give a "pat on the back" to another letter writer whose views happen to be identical with yours. Don't say, "Well, somebody has already said it so I don't have to do it." Jump in and join the chorus. Say something like, "I heartily agree with Reader so and so in his statement ..." (Be sure to mention his full name, reiterate his views, or better still, elaborate on them so that you get another chance to get the point across.)

2. REBUTTAL

In its simplest form, it is purely a defensive move against an attack.

The important thing to remember is that EVERY ATTACK MUST BE MET HEAD ON, OR YOUR SIDE, OR YOUR CAUSE, WILL LOSE BY DEFAULT.

The attack may be vicious, slanderous, and in your opinion, totally unjustified and uncalled-for. Instinctively you want to rush at the attacker and take him on. But watch out! The situation is treacherous. More mistakes are made in this area than in the others because you are emotionally upset and cannot think clearly.

Try first to calm yourself. A cup of coffee and a few minutes over a cigarette will help. You are in no hurry. The attacker has stuck his neck out. He can't retreat. You are in an enviable position to study how to chop it off with a beautiful stroke or two.

When you are reasonably calm, you start your letter with the customary "In reply to" "In answer to" "As an answer to" Again, we stress the importance of mentioning the other party's full name. You are offering to prove that the other party is a stupid fool, and you certainly don't want to omit mentioning his name. Most letter writers are shy creatures. If you knock the person down once, usually he will never try again.

Next you quote his statement exactly, or give a summary (exact quotes are preferred.)

Then you go on to take him apart, line by line, word by word.

But, you are not through yet. You must turn your defensive action into a counter-attack. A defensive action is at best negative. The counter-attack is the thing that counts.

Here are more reasons why you should never shy away from a defensive move. You have plenty of time to plan it. (Two days approximately.) A pro-con argument adds liveliness to the paper, and most papers like to present two sides of an argument -- which means your chance of getting published is GOOD. For the beginners, defensive letters are easier to write. For a classic example, see appendix.

Exceptions: Once in a while our opposition will be able to catch us in an awkward position, and it will be awfully difficult to meet their argument head-on. Try to go around it, or dig out some historical facts and implicate his side in it. (In 1954 Reader X own party was in control of the Congress and did the same thing ..) or let the controversy die gracefully -- this is called being realistic.

3. ATTACK

(From plain sound-off to an honest to goodness attack.)

Many times you have a good subject or a good target for an attack, but you hesitate and say, "Oh well, let it (him) go this time, Next time, I won't.

Next time it will be just as hard. So why not start this time? (Presumably you have already tried several letters in category 1 and 2.)

There are many ways to launch an attack:

THE QUESTION METHOD

a. ("Is the crime rate in our state very low as our Governor has repeatedly assured us? "Will X make a better senator than Y?" Then give your reasons to prove or disprove it.)

b. THE EXCLAMATION METHOD.

("How fortunate we are to have a man like X to run for the Senate! "What injustice ...")

c. THE PLANTED ATTACK:

Two persons work as a team. The one plants a statement, and the other delivers an attack on it. The whole round is worked out in advance. It is a safe method because you have entire control over it. It is a good way to start a desired controversy, to revive an old one, or to keep it going.

d. THE DELIBERATELY ABSURD STATEMENT:

For a change of tactics, you can make a statement that is glaringly untrue or nonsensical. This is calculated to draw a spontaneous storm of outraged protest from the readers. For instance, to praise a man as the embodiment of the virtue of husbandry when he is a proven spendthrift. You have to be impervious to the slings and arrows of outraged citizenry otherwise don't try it.

5. THE CONTAINED ATTACK OR AN ATTACK WITHIN AN ATTACK

Sometimes an attack may not be justified unless it is contained in or camouflaged by another attack.

6. THE CONFESSION METHOD

This pious method was used extensively by desperate Newfrontiersmen after the Cuban fiasco. "I voted for X, but I'm glad that Y won. Y will become the greatest president even though he has just made a little mistake in Cuba"

CAUTIONS: In making an attack, you are sticking your neck out. Be sure that you have done an exhaustive research on your subject. Every fact, date, name of person or place must be correct. (An spelled correctly. A good dictionary must always be consulted.)

For instance, if you say that the man wasted tax money, cheated in college, and is forty years old; but if he happens to be forty-one years old, his followers will surely use that single insignificant mistake of yours to discredit your whole statement. So leave out anything you are not sure of.

The editors usually take care of the matter of libel and slander. But it is to your own credit to be responsible. Violent language that doesn't do any good should be avoided. All name calling (including calling people "communists") should be assiduously stayed away from. Don't deal too much in personalities. Generally speaking, the President, the V. P., Governor, Senators, are considered public property (although Morse once threatened to sue his constituent who called him a Communist.) As long as you are speaking truthfully and honestly and with the interest of this nation and the people at heart, you have nothing to fear.

After you have finished your letter, let it cool for a day or two. Try to think what the other side can say. Rewrite your letter if necessary.

THE PUNCH LINE

The punch line is the grand finale. It should be short, pithy, and carry a megaton punch.

Here are a few of the common methods:

- a. THE QUESTION METHOD: "But can we last that long?"
- b. THE TONGUE IN CHEEK METHOD: "Reader X has a short Democrat memory!"
- c. THE SNARL: "Reader X will wake up one day and find himself surrounded by Communists!"
- d. THE UNDERSTATEMENT: "The President has a strong household indeed! (Referring to their habit of falling into pools in evening clothes.)"
- e. THE DISGUSTED: "What this country needs is a cute President."
- f. THE INNOCENT: "Don't look at me. I didn't vote for him."
- g. THE NEEDLER: "Come on now, Reader X!"
- h. THE REVERSAL "Better dead than red." "Half red and half dead."
- i. THE PARODY: (Of popular poems, songs, commercials...) (If the push-button election comes, can the Brave New World be far behind?"

MISCELLANEOUS CAUTIONS

1. ONE SUBJECT AT A TIME: Don't mix several things in a letter unless you want to enumerate them to prove your point.
2. Editors derive great satisfaction in trimming your letters. Some day you will be surprised (and not pleasantly) that the punch line, the result of your whole day's hard work, has been left out.

To avoid this you can: Make your letter short so that he won't trim it. Add some redundant passage after the punch line so that he may if he wishes have the satisfaction of cutting it a bit. Use periodic sentences or inverted constructions so that he can't cut: (Fortunate is the candidate who has the support of the labor bosses. Such a candidate is Mr. X.)

OTHER KINDS OF LETTERS YOU CAN WRITE

Too many newscasters, TV or radio, give out slanted reports. Many actually do hatchet jobs. You should write to them. If they are incorrigible, then the more effective way is to write to their sponsors.

Tell the sponsor that you resent the unfair and slanted reports. Remind him in unmistakable terms that he (the sponsor) has many competitive products on the market, that you and your friends are switching to his rival's brands, and that he has just lost fifty customers, members of your political club, because of the slanted program he has sponsored.

FINALLY, an unpublished letter doesn't mean an ineffective letter. The letters to the legislators, news commentators -- will never be published, yet they are usually the ones that achieve definite and valuable results.

SO WRITE AND KEEP ON WRITING.

MEMORANDUM

April 19, 1962

The following summaries have been prepared for the use of certain persons in the Nixon campaign, including members of the KEY program, speakers and county Nixon chairmen. The summaries represent general paraphrasing and condensing of some of Mr. Nixon's recent speeches, and should be used as a guide only.

This memorandum should not be reproduced nor given distribution.

EDUCATION

The control of the schools should remain at the county or the city level and should not become a part of those activities completely regulated at the state level. Centralized control can result in thought control. For example, in the area of textbooks, if it is found that more than one book for a given field meets the prescribed educational standards, then all such books should be approved for use, and the local school districts should be permitted to make their own choices as to which one to use.

However, the retention of control of education at the district level requires that such districts accept the responsibility of requiring high educational standards. The citizenry of such districts must be willing to accept such responsibility and should not attempt to pass it off to only a few. Further, there is the need for recognition of financial responsibility at the district level. Retention of control cannot be accomplished by looking elsewhere for financial assistance. To be sure, certain special programs, such as classes for the handicapped and retarded may better be handled on a state level through state financing, but not so with respect to normal educational matters.

Presently, the taxes being imposed make it difficult to require the districts to face up to financial responsibility in the area of education. As governor, Mr. Nixon would reappraise the present tax structure and would seek to establish a tax structure which would enable school districts to "pay their own way" in such a manner which would not produce a prohibitive tax burden.

COMMUNISM

It is necessary that the present younger generation understand the shortcomings of communism and the threat that it represents to a free society. This requires a thorough understanding of the real meaning of communism, and this can be accomplished by introducing our students to communism. However, this requires that the educators themselves have an understanding of communism to enable them to instruct properly. Further, adult education in the area of communism is also important. Such education may be obtained through the use of private "schools" of anti-communism. This is not to say that Mr. Nixon favors militant organizations promoting demagogery and totalitarian views.

Rather, it is to say that an objective factual approach to the threats and shortcomings of communism is necessary in order to better combat it. This is no time to reduce our concern over communism, as Brown suggests.

REAPPORTIONMENT

Mr. Nixon favors reapportionment of the state districts so as to enable the urban areas to obtain better representation in the State Senate. He favors the "Colorado" plan which would give to the urban areas 20 Senators and the balance of the State would have 30 Senators. This would give to the urban areas a more equitable voice in government and better enable the Senate to cope with problems which are somewhat unique to the urban areas, such as traffic congestion, smog control, and rapid transit.

AGRICULTURAL REGULATION

Mr. Nixon favors less federal and state control in the area of farming, especially in the area of farm labor. The present state regulating body provides nothing but additional expenses without producing additional benefits to the farm community itself. Such problems are better handled by citizens groups and professional experts rather than by politicians.

WELFARE AND RELIEF

A state study should be undertaken to ascertain the causes of dependency upon state assistance. From this study, guidelines could be established to give assistance to needy persons with an eye toward getting such persons off of the relief rolls and back into gainful and productive employment. The aim of relief dollars should be to enable those receiving it to ultimately become self-sustaining.

COMMERCE AND INDUSTRY

It is necessary to undertake an economy program in state government to permit the creation of a favorable tax climate to attract new industry. Under Mr. Nixon's leadership such a program would be undertaken. The present number of state jobs would be closely studied to see if it is possible to effect reductions.

Further, Mr. Nixon favors the reduction of trade barriers to permit international economic competition, but does not favor subsidies. The solvent needed to take up slack resulting from the reduction of trade barriers is tax reform. We can compete with foreign producers if a favorable tax climate is obtained. Such matters are of vital concern here in California because of this state's position of third in the country in manufacturing for export.

DISCUSSION OF NATIONAL AND INTERNATIONAL AFFAIRS

The next governor of this state must be a person who has a thorough understanding of national and international affairs. California is no longer just a state situated on the Pacific Coast. But rather, due to its great number of defense industries and industries manufacturing for export, it is important that the state's governmental leader understands the significance of events taking place in Washington, and other capitals of the world. Mr. Nixon's many years of service in national government give him this understanding. An understanding of state problems and a thorough knowledge of national and international affairs are both prime requisites for the leader of a state which is so vitally a part of national defense and international trade. A provincial approach to the state's problems can only hurt the state. State problems such as welfare, highways, education are so closely tied with the national government that experience in and knowledge of national government is indispensable.

LOYALTY OATH

In favor of loyalty oath for applicants for public employment.

COMMUNIST CONTROL

Peaceful competition as that term is used by Khrushchev means all-out war. It includes spying, brushfire wars and economic war. We must recognize this as being the meaning of "peaceful competition" and we must respond by demanding that public officials vigorously enforce laws and administrative orders designed to contain communist subversion and to expose communist front organizations.

WATER PROBLEM

The present administration's handling of the water problem has resulted in the building of a political empire for Wm. E. Warne. Appointments of persons to our water program should be on the merits and not based upon political loyalty. There is no place in such a program for partisan politics.

BUDGET

The budget as passed in the last legislature indicates quite clearly the need for reorganization and streamlining of the executive branch. Thanks to the solid Republican caucus in the Assembly, some of the padding was eliminated. But although the Republicans forced the elimination of some 66 new jobs that were needless, some 800 which are just as little needed are in the budget. Governor Brown has neither the courage nor the inclination to carry out the much needed reorganization and streamlining of the executive branch. This can be seen from the Governor's original proposed budget.

CONNALLY RESERVATION

Mr. Nixon does not support any proposal which infringes upon the sovereignty of the United States. Due to the overriding consideration of this country's security and control over its own sovereignty and due to the increasingly intransigent attitude of the Soviet Union, there is no possibility that the amendment will be approved at present.

NIXON FOR GOVERNOR COMMITTEE
525 Market Street, Room 619
San Francisco 5, California

M E M O R A N D U M

TO: Special Deputies to the Campaign
FROM: Andrew Downey Orrick

Please accept this informal way of communication as my method of expressing appreciation to you for volunteering to help in Dick Nixon's campaign for Governor.

There is no faster or better way of creating activity than through the organization of occupational, professional and other special groups. I am confident that your efforts, under the direction of Dick Nair, will first produce a tremendous number of intelligent endorsement letters written in behalf of the Nixon candidacy. Next, I am sure that the feed-back will be tremendous and that thousands of people will be volunteering to participate in the Nixon campaign in response to the letters.

Again my thanks; I am looking forward to hearing from Dick Nair of the success of this organizational effort.

Andrew Downey Orrick
ANDREW DOWNEY ORRICK

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