

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	4	09/08/1962	Other Document	Schedule for "Win with Nixon Leadership Conference." 2 pages. 2 copies.
60	4	08/15/1962	Memo	To All Nixon County Chairmen from Northern California Campaign Chairman re: Candidate Scheduling and Campaign Materials. 1 page. 2 copies.
60	4	07/31/1962	Memo	To County Chairmen from Registration Chairman re: voter registration drive. 3 pages. 2 copies.
60	4	n.d.	Memo	From Northern California Campaign Headquarters re: Election Day Get-Out-The-Vote Drive. 2 pages.
60	4	n.d.	Other Document	Information sheet re: the organizing of "Coffee Hours". 1 page. 2 copies.
60	4	05/12/1962	Memo	To: All Chairmen from James Halley, Chairman, Campaign Division re: Telephone Canvass. 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	4	n.d.	Letter	Sample letter to recruit volunteers. 1 page. 2 copies.
60	4	n.d.	Letter	Sample volunteer recruitment letter. 1 page, 2 copies.
60	4	n.d.	Letter	Sample volunteer recruitment letter. 1 page, 2 copies.
60	4	n.d.	Memo	To Area, County, and Community Chairmen from Northern California Campaign Chairmen re: Campaign Materials, Bumper Strip Campaign, and Distribution of Nixon Literature. 1 page, 2 copies.
60	4	04/25/1962	Memo	To Area, County, and Community Chairmen from Northern California Campaign Chairman re: Campaign Materials. 4 pages, 2 copies.
60	4	02/12/1962	Memo	Information Sheet No. 1 - "Guides for Handling the Press During Appearances by Dick Nixon." 1 page, 2 copies.
60	4	02/12/1962	Memo	Information Sheet No. 2 - "Organization Endorsements." 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	4	02/12/1962	Memo	Information Sheet No. 3 - "Speaking Requests and Engagements." 2 pages, 2 copies.
60	4	02/12/1962	Memo	Information Sheet No. 4 - "Letters to the Editor." 1 page, 2 copies.
60	4	02/21/1962	Memo	Information Sheet No. 5 - "Campaign Supplies." 1 page, 2 copies.
60	4	n.d.	Memo	To County Chairmen from Andrew Downey Orrick re: setting up their campaigns. 1 page, 2 copies.
60	4	03/01/1962	Memo	Information Sheet No. 6 - "Suggestions, Do's, and Don'ts for Nixon Tours in Your County." 2 pages.

WIN WITH NIXON LEADERSHIP CONFERENCE

Hotel Whitcomb, San Francisco

September 8, 1962

B L U E P R I N T F O R V I C T O R Y

9:00 to 12:00	Registration		Main Lobby
10:00 to 10:40	Nixon County and Community Chairmen		Convention Center
10:40 to 12:00	Separate Meetings as follows:		
	Policy Committee	JOHN J. ALLEN	Georgian Room Second Floor
	Minorities Advisory Committee	ALICE LEOPOLD	White & Gold Rm. First Floor
	Publicity Chairmen	JAN MC COY/ HERB KLEIN	Room 236 Second Floor
	WIN Chairmen and Workers	RICHARD NAIR	Room 233 Second Floor
	Nixon County and Community Chairmen, Finance Chairmen, Headquarters Chairmen, Recruitment Chairmen, Demo- cratic Canvass, Operation Telephone, Democrats for Nixon, Central Committee Chairmen, all others	RUTH WATSON JAMES HALLEY	Convention Center
12:00 to 1:45	Luncheon - Speaker, CASPAR W. WEINBERGER "The Respective Roles of the Party and the Nixon Organization in the Campaign; Major Campaign Issues."		Vista Room Eighth Floor
2:00 to 3:00	Remarks by RICHARD NIXON (Badges needed for admittance)		Convention Center

3:00 to
4:30

General Session as follows:

Convention
Center

(Badges needed for admittance)

Statewide Programs:

TV debates, campaign strategy, answering attacks.	ROBERT HALDEMAN
Coordination of statewide campaigns, regarding research, polls, scheduling; importance of unified effort.	JOSEPH MARTIN, JR.
Telethons, billboards, radio and TV spots, campaign materials, county advertising programs.	CHARLES FARRINGTON KAI JORGENSEN
Nixon finance and Eisenhower dinner.	ARTHUR J. DOLAN

Northern California Programs:

Community chairmen, headquarters, recruitment, Operation Telephone, Democratic canvass, Democrats for Nixon, jewelry sales, coffee hours, Women for Nixon.	RUTH WATSON JAMES HALLEY
Minorities and Labor	ALICE LEOPOLD
Press relations and publicity; letters to the editor.	JAN MC COY
Speakers program	JOHN DINKELSPIEL
Nationalities program	NICHOLAS LOUMOS
WIN program	RICHARD NAIR
Occupational mailing program	FRANCIS BARNES
Concluding remarks	PHILIP BOONE

4:30 to
6:00

Reception in honor of 47 Northern
California Nixon County Chairmen

Convention
Center

August 15, 1962

MEMORANDUM TO: All Nixon County Chairmen
FROM: Northern California Campaign Chairman
SUBJECT: CANDIDATE SCHEDULING AND CAMPAIGN MATERIALS

In order to expedite the handling of certain matters pertaining to new scheduling requests and campaign materials, we are asking all county chairmen to communicate directly with our Los Angeles Statewide Headquarters regarding questions in these areas.

In the case of candidate scheduling, please send new invitations or inquiries on invitations already forwarded to Richard A. Ports.

In the case of campaign materials, please contact Sammy Sammelman. The Los Angeles Headquarters address is as follows:

NIXON FOR GOVERNOR
3908 Wilshire Blvd.
Los Angeles 5, Calif.
TEL: DU 5-9161

As in the past, orders for campaign materials should be sent to Allied Service Units, 5419 South Vermont Avenue, Los Angeles 37, accompanied by a check or money order.

NIXON FOR GOVERNOR COMMITTEE
Northern California Office

M E M O R A N D U M

July 31, 1962

TO: County Chairmen
FROM: Registration Chairman

No single activity is more important at this time than the Republican registration drive.

The Republican State Central Committee has obtained funds and completed plans to coordinate such a drive. The drive has been named ROAR! for Registration Of All Republicans. Included in these plans are the use of five full time field men.

The role of the Nixon campaign now becomes the following:

1. Where County Central Committees are effective and strong, we should cooperate with them and supply people.
2. Where the ability of County Central Committees to conduct an effective drive is limited, we should supply leadership, ideas and people.
3. Where County Central Committees obviously cannot do the job, the Nixon campaign should conduct its own registration drive.

We urge your entire campaign to participate wholeheartedly in ROAR! Have your Nixon registration chairman contact your Central Committee regarding the State Central Committee program. Then throw the full resources of your Nixon campaign organization behind the drive.

For informational purposes I have attached a memorandum summarizing the major aspects of ROAR!

Martha Brigham
Martha Brigham
Registration Chairman

R O A R !

I. The ROAR! Approach: ROAR! (standing for Registration Of All Republicans) is based on the principle that any Republican registration drive should be conducted on a selective basis, or only in those precincts which should yield the greatest number of unregistered Republicans. These precincts are found in areas that are newly built up, or in areas where Republican registration is proportionately high in relation to the Democratic registration.

II. ROAR! Procedure: ROAR! contemplates a door-to-door registration drive by either of the following two methods:

1. Door-to-door canvassing of priority precincts by regular precinct captains or block workers.
2. Door-to-door canvassing of priority precincts by "blitz" crews where regular precinct workers are unavailable.

In each case the question is asked, "Do any Republicans live here?" Answers are then compared against the precinct sheet to see if the names given are unregistered. If the precinct sheet is not available, the question is asked, "Do any unregistered Republicans live here?" The question is then asked, "Do any registered Democrats live here that would like to switch to Republican?"

The names of all unregistered Republicans and Democrats who wish to switch registration are recorded and turned into a coordinating office. The names are then given to deputy registrars, who are responsible for re-contacting all persons listed and for making appointments to visit them and to register them as voters.

III. ROAR! Alternative Procedure: As an alternative procedure for areas that cannot be covered by a door-to-door canvass, or when an extra number of office volunteers is available, a telephone registration canvass can be conducted:

1. Precinct sheets are compared against reverse telephone directories and the names and phone numbers of all persons listed in the telephone books but not on the precinct sheets are recorded.
2. Telephoners then call all such persons to ask if they are Republican. Those that are Republican are recorded by name, address and phone number on cards, and the cards are given to deputy registrars for follow-up.

IV. ROAR! Step-by-Step:

1. A competent aggressive person who has the time is selected as Registration Chairman for the county.
2. These preliminary steps are taken:
 - a. Precincts are listed in order of priority.
 - b. Registration leadership by district or area is recruited.
 - c. A county-wide goal is agreed upon.
 - d. Precinct sheets and maps are obtained.
 - e. The necessary mimeograph forms and cards are prepared.
3. A meeting of all Republican leaders in the county is held to accomplish the following:
 - a. The importance of ROAR! is stressed (the idea is sold).
 - b. All volunteer organizations and campaigns agree to supply whatever manpower they can recruit.
 - c. A Republican mailing is planned to ask for volunteers to assume the roles of deputy registrars, canvassers, coordinators and telephoners.
 - d. Responsibilities are divided, a schedule set up and plans completed to actually launch the drive.
4. Registrars are deputized by the County Clerk, the door-to-door canvass commences and ROAR! is underway.

MEMO: Election Day Get-Out-The-Vote Drive
FROM: Northern California Campaign Headquarters

To some of you the mechanics of the actual Election Day vote drive are well known. To others, the step by step procedures for increasing the total Republican vote within each precinct may be new.

The details of the vote drive will vary from county to county. The basic mechanics will not. This is what you must know and must do.

A. The Nixon Campaign and the Central Committee:

1. If your Central Committee is thoroughly organized to conduct a massive election day effort your job will be to funnel your workers into the Central Committee's machinery.
2. If your Central Committee has no election day effort planned, you will have to organize one from scratch.
3. More than likely, the Central Committee will be partly organized, and your Nixon team will have to fill in the gap.

B. The Actual Step-By-Step Procedure:

Whether you do it, or whether the Central Committee does it, the following represents the framework of a successful get-out-the-vote drive:

1. A list is prepared of all precincts in the county, and the names of reliable precinct workers that will be out working on election day are inserted.
2. Volunteer precinct workers are recruited to fill in as many of the gaps as possible. These workers, insofar as possible, should be assigned the precinct in which they live.
3. Actual election day volunteers are recruited. These are men and women who can leave their jobs or homes at two o'clock in the afternoon to take charge of an unmanned precinct. They will report to the regular Republican Headquarters, or the Nixon Headquarters, or some other dispatching point, on election afternoon to be assigned a precinct, and to be given the address of the precinct's polling place.
4. All election day workers are given these instructions in advance:
 - a) Report to the assigned polling place election afternoon.
 - b) Write down the names and addresses of all Republicans who have not voted by that time.
 - c) Actually call on these non-voters and urge them to vote. (A telephone call is a poor second best.) (Leave a message card if they are not there.) Arrange through your headquarters to provide transportation or a baby sitter if needed.

d) Return to the polling place and repeat the process right up until the time the poll closes down. Don't give up. Keep going back after the reluctant voter (unless you know he is not going to vote for Dick Nixon).

We must get every Nixon voter to the polls. We must not only undertake a massive public relations effort prior to the election urging people to vote for Dick Nixon, but on election day we must work and work some more to turn out the Nixon vote.

Plan ahead. Recruit your volunteers ahead. Set out to obtain 100% coverage of the precincts within your county on election day.

Good luck and good voting!

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 Committee
525 Market Street
San Francisco, California

May 12, 1962

MEMO: Telephone Canvass

TO: All Chairmen

FROM: James Halley, Chairman, Campaign Division

Most or all of you have been working on your telephone canvass for a number of weeks. The attached sheets represent helpful hints which should aid you in your efforts.

These sheets will serve to clarify and simplify the memo mailed out last week.

We have not sent this memo to community chairmen, feeling that you will want to make your own distribution in this regard. (Extra copies are enclosed.) We also assume that you will adapt the instructions herein to your own situation.

Keep telephoning -- we must get all Republicans to the polls.

James W. Halley.

(SAMPLE LETTER TO RECRUIT VOLUNTEERS)

Dear Republican:

Dick Nixon is waging a people to people grass roots campaign from the Oregon border to Mexico. He is telling people that the State of California cannot afford four more years of indecisive, bungling leadership.

He is asking for your help:

1. Read the enclosed brochure.
2. Return the enclosed green card with your signature on it.
3. Enlist the support of your friends.
4. Visit your Nixon Headquarters at _____ or call the Headquarters _____, to see how you can help carry the load. Ask Headquarters for bumper strips, pins, more brochures and distribute them. Volunteer your time and effort.

Dick Nixon is the only person in the gubernatorial race with the experience, the ability, the decisiveness and the knowledge to govern what will soon be the biggest State in the Nation. He is a man of fine character, of human understanding. He is a born leader.

Support Dick Nixon today.

Sincerely,

Nixon for Governor Committee
Northern California Office

(SAMPLE VOLUNTEER RECRUITMENT LETTER)

For the good of California's future -- in fact, the future of the Republican party -- I am convinced that we must elect Dick Nixon our next governor.

I believe he is admirably qualified to govern our nation's #1 state: He is a man of fine character and possesses the ability to make incisive judgments which are the marks of a great leader and able administrator.

Appreciating the personal sacrifice involved, Dick has agreed to campaign for Governor and, when elected, to assume the heavy burdens imposed by this office. Certainly those of us who share his philosophy of sound government owe Dick our all-out backing.

I would urge you to give Dick Nixon your 100% commitment: Vote for him.....Be active in persuading your friends and associates to do likewise.....And, please give some thought to the fact that "free elections" are not without substantial cost. In these times, especially opposing an incumbent of the majority party, our candidate needs generous financial assistance to mount a successful campaign.

In Dick's behalf, I want to thank you in advance for your support. Working together, we can insure that Nixon will be California's next governor.

Sincerely yours,

Nixon for Governor Committee
Northern California Office

(SAMPLE VOLUNTEER RECRUITMENT LETTER)

I am most anxious to enlist your support for Dick Nixon's campaign for Governor. I am sure that the enclosed brochure will interest you.

This year's election is crucially important to California. Our State, with its manifold problems of growth, demands the best in brains, in decisive leadership, in human understanding, in statecraft.

Dick Nixon has the intellect, the convictions and executive vigor to resolve the important issues confronting our State - fiscal responsibility, water distribution, education, job opportunities, urban and suburban blight, agriculture, law enforcement - to name only a few.

From start to finish, success in this campaign to give California once again the most effective government will require the utmost personal effort by Dick Nixon - which he is giving - and the highest degree of constructive organization and wholehearted support from tens of thousands of Californians - which we seek from persons like yourself.

You can help this cause

1) By signing the enclosed green card and becoming a Charter Member of the Nixon for Governor Committee. You will then be placed on the Campaign Mailing List and will receive the Nixon Newsletter, copies of his speeches and other campaign bulletins.

2) By obtaining names on the enclosed pledge cards of other persons who are ready and willing to support Dick Nixon.

3) By making a financial contribution to the campaign. Please mail your check to _____.

I am convinced that California urgently needs the resolute leadership that Dick Nixon can give. Your support is needed. You can help.

Sincerely,

M E M O R A N D U M

SUBJECT: Campaign Materials
Bumper Strip Campaign
Distribution of Nixon Literature

TO: Area, County and Community Chairmen

FROM: Northern California Campaign Chairman

As the Nixon primary campaign moves into its final stages, Area, County and Community Chairmen are urged to undertake whatever programs will stimulate activity, generate enthusiasm and put Nixon campaigners to work. Two such programs can be organized on either a county-wide or community basis:

1. Bumper Strip Brigades: Shopping center parking lots and community main streets are ideal places to distribute bumper strips, preferably directly to the front or rear bumper of a Nixon supporter.
2. Distribution of Nixon Literature: County, community and precinct headquarters should become points of distribution of the Nixon brochures by 1) direct mail or 2) on a door-to-door basis. This is an effective way not only to use your volunteers, but also to show an entire community that the Nixon campaign is ACTIVE.

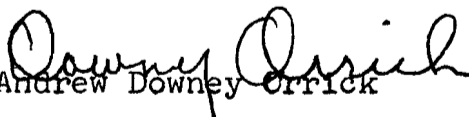
Normally, campaign materials will be made available to Community Chairmen through the supplies purchased by their County Nixon Chairman. However, in the event Community Chairmen wish to procure campaign materials directly from the supplier for their campaigns in their local areas, they should send an order accompanied by a check to the following address:

Allied Service Units
5419 South Vermont Avenue
Los Angeles 37, California

Prices for various items are as follows:

Nixon Brochures	\$12.75 per thousand
Windshield Stickers	5.80 per thousand
Bumper Strips	38.50 per thousand
Lapel Tabs, blue and yellow	5.10 per thousand
Lapel Tabs, black and gold	4.20 per thousand
Half Card Posters, 14" x 22"	15.00 per hundred

County and Community Chairmen will be notified as additional materials become available.


Andrew Downey Orrick

April 25, 1962

M E M O R A N D U M

SUBJECT: Campaign Materials (continued)
TO: Area, County and Community Chairmen
FROM: Northern California Campaign Chairman

This will supplement the memorandum mailed out earlier this week on campaign materials.

Attached is a sheet for inclusion in your campaign manuals and handbooks describing campaign materials that are now available for headquarters decorations.

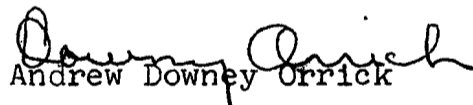
Included also are a blue and a yellow color tab to guide you in painting headquarters signs, plus drawings of typical headquarters locations.

Although all headquarters should be decorated to meet local requirements, we strongly encourage the use of the blue and yellow color scheme and the suggested lettering style whenever possible.

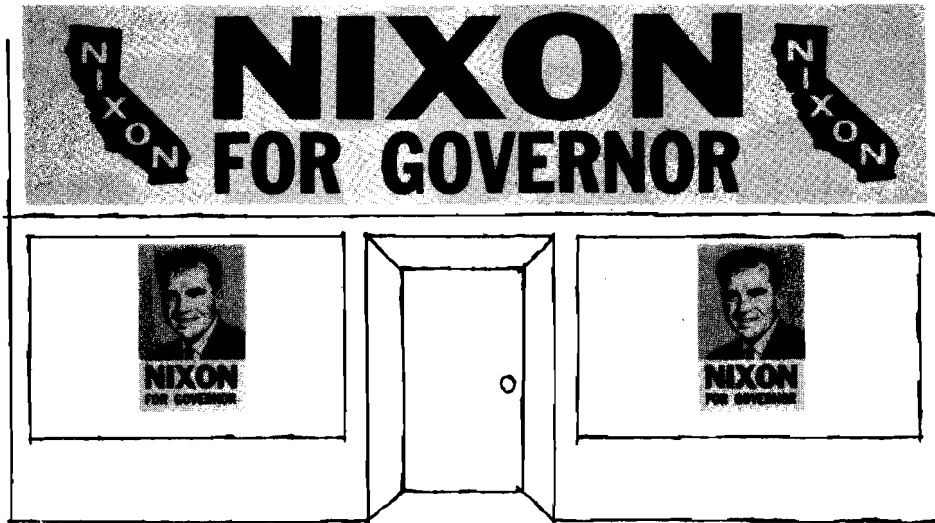
Materials should be ordered from Allied Service Units, 5419 South Vermont Avenue, Los Angeles 37. All orders must be accompanied by a check. Cost of materials are as follows:

Miniature Billboard (22-3/4" x 54")	70¢ each
Poster (26-3/4" x 42")	70¢ each
Banner (26-3/4" x 12")	10¢ each

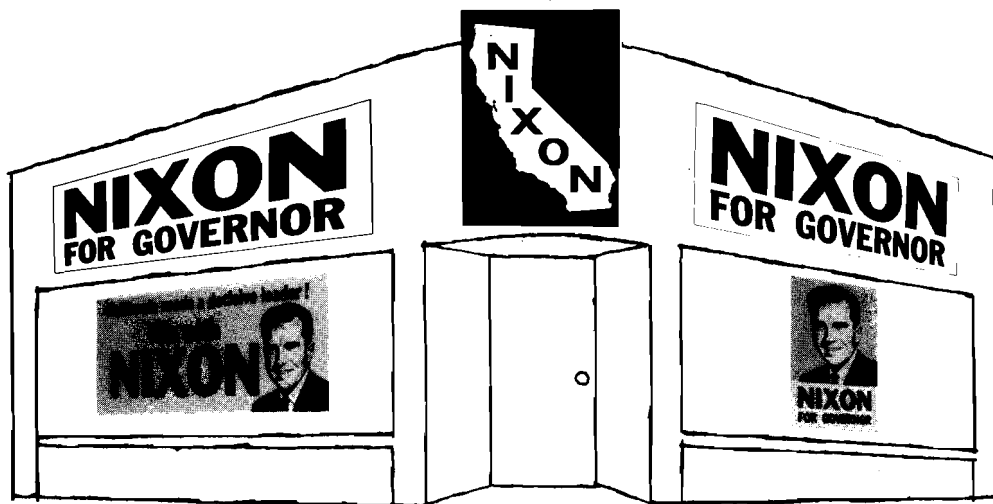
All Area, County and Community Chairmen are urged to place orders today.


Andrew Downey Orrick

Suggestions for Identification of Local Headquarters



Examples of how to use exterior signs on local headquarters. Contact a local sign company for advice on materials, sizes and installation. Be sure sign painter follows lettering and color guide supplied here.

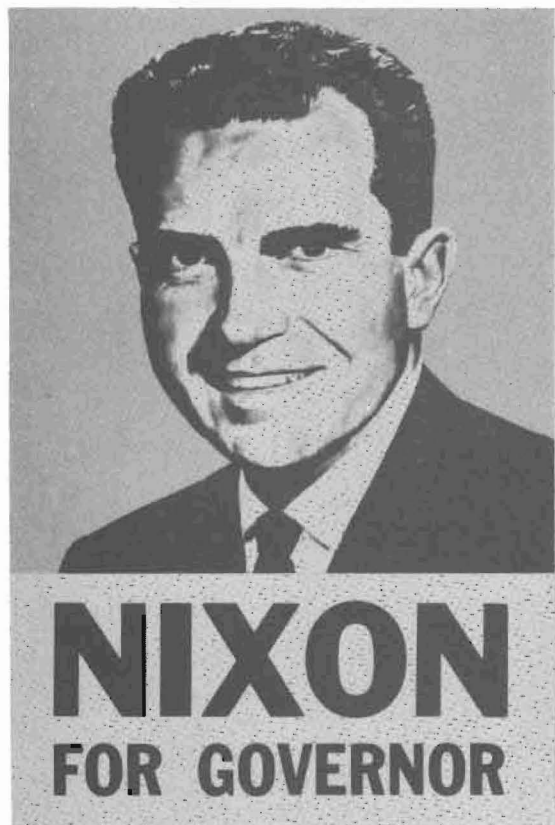


AVAILABLE PRINTED MATERIAL



Miniature
Billboard
22³/₄" x 54"

For interiors
or inside of
windows



Poster
26³/₄" x 42"

For interiors
or inside of
windows

Posters available at Allied Service Units, 5419 South Vermont Avenue, Los Angeles 37. Posters 70¢ each; small banner 10¢ each. Check, payable to Allied Service Units, must accompany order.



Banner — 26³/₄" x 12"

For interiors or inside of windows



lettering style for all
hand painted signs